



## FOR IMMEDIATE RELEASE

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## TWO NEW GENERATION GENIE® BOOMS FOR MERDRIGNAC, FRANCE

*Rising to new demands with hybrid Genie Z®-60/37 FE and electric Genie Z-33/18 booms*

**Chartres France, 15<sup>th</sup> February 2018** – Adding to its fleet of 100 mobile cranes and work platforms, heavy transport, lift and access rental company Merdrignac Levage Développement (MLD) received delivery of its first 20 m (65 ft 7 in) hybrid Genie® Z®-60/37 FE articulated boom lifts and 12 m (39 ft 4 in) electric Genie Z-33/18 articulating boom lifts this January. Both machines were provided by Authorized Genie Distributor and Service and Parts Provider, SNM Lift.

“At a time when views on emissions and noise levels are evolving rapidly, and jobsite standards are getting stricter, versatility, productivity, and reduced operating costs are also key factors,” says MLD Managing Director, Philippe Merdrignac. “As far as we are concerned, our new hybrid Genie Z-60/37 FE booms and electric Genie Z-33/18 booms tick all the right boxes. It’s still early days, but we are confident that our customers will be convinced once they get a chance to try them.”

Mr. Merdrignac continues: “Over the past few years, we have seen a distinct change in customers’ attitudes. In addition to an increase in demand for reduced emissions, noise levels are a big issue. Today, the trend is particularly present among larger companies in the industrial and general construction sectors. With this in mind, we are expecting the hybrid GenieZ-60/37 FE boom to gain popularity rapidly for outdoor and indoor industrial and construction applications, as well as renovation and maintenance tasks,” says Mr. Merdrignac.

As the first, and only, true high performance hybrid unit on the market to combine the power and performance of 4WD diesel machines, with the quiet, clean efficiency of electric powered units, the Genie Z-60/37 FE boom lift features two modes of operation that are interchangeable at the click of a switch. In ‘All-Electric’ mode, it can provide a full shift of operation on a single battery charge. Used in ‘Hybrid’ mode, it provides more than a week of run time with a single tank of diesel to perform extremely efficiently in rough terrain conditions. In hybrid mode, the machine uses its environmentally friendly Stage IIIB/Tier 4F engine-powered generator to maintain the state of charge of the batteries.

As a true hybrid machine, when braking or descending inclines, the Genie Z-60/37 FE boom lift uses regenerative braking to recover energy that is in turn used to recharge its batteries.

With its two modes of operation, the Genie Z-60/37 FE boom offers rental companies a versatile, sustainable and powerful 'two-in-one' solution adapted to indoor as well as outdoor applications, even where on-site electric power is not available. It also offers the advantage of economising between 15 to 30 Euros of fuel a week, and the ability to run more than eight hours on a full overnight battery charge.

Merdrignac also commented on the importance of adding the new Genie Z-33/18 boom to MLD's fleet: "The simplicity of operation and maintenance of the Genie Z-33/18 boom were the two key factors that motivated our purchase decision for this model, but this is not all. As well as being emissions-free and quiet to operate, this model's new-generation AC drive provides the power to work productively indoors and out which makes it exceptionally versatile. Like the Genie Z-60/37 FE boom, this model also features the Genie Fast Mast™ system that reduces ground to top lifting time, which is a real advantage on jobs that involve handling materials, even on surfaces with floor pressure limitations. All put together, the Genie Z-33/18 boom is an excellent all rounder that we expect will have strong appeal for a wide range applications up to 12 m (39 ft 4 in)."

Extremely versatile, robust, quick and simple to operate, the electric Genie Z-33/18 boom lift is powered by an efficient three-phase AC electric drive system. Requiring less energy and offering longer battery cycles, in addition to the benefits of quiet, zero emissions performance and ease of operation, this machine is able to drive longer distances, needs to be recharged less often and costs less to maintain than units equipped with a DC transmission. Added to its broad field of application, the Genie Z-33/18 lift provides the ability to perform a full day's work — both indoors and out — on a single battery charge.

Significantly lighter than traditional machines in its size class, the Genie Z-33/18 lift weighs just 3,640 kg (8,025 lb) — which is nearly 1,500 kg (3,306 lb) less than other types of electric-powered unit. This model notably boasts a total occupied floor pressure of only 991 kg/sq m and a low tyre contact pressure of 483 kPa which make it an ideal solution for applications on fragile indoor surfaces where reduced floor load is paramount, as well as outside duties — even on wet grass or freshly stabilised ground.

When asked if this new generation of Genie booms will change the way MLD manages its fleet, Merdrignac responded: "It's a definite 'yes.' To be quite honest, we had been considering the pros and cons of electric and hybrid technologies quite some time before purchasing our new Genie Z-60/37 FE and Z-33/18 booms. We are already planning to introduce more of this type of technology to our access, lifting and transport fleets in the near future."

Photos:



Caption: (L to R) : Fabien Tuduri, Manager SNM Lift and Philippe Merdrignac, Managing Director Merdrignac, shake hand on the delivery of the last hybrid Genie Z-60/37 FE boom at Merdrignac's headquarters in Le Mans, Sarthe.

#### **About Merdrignac Levage Développement (MLD)**

Founded as a coal wholesale business by Mr. Merdrignac (father) in 1945, Merdrignac first diversified its activity in 1955 to include the roadside repairs of heavy trucks. In 1967, after purchasing of its first crane, the company continued to invest in a new crane each year. Succeeding to their father in 1975, Jean Yves and Gérard Merdrignac created a new lifting division in 1977. With the acquisition of its first work platform, the company's mobile access division was created in 1985. Headquartered in Le Mans (Sarthe region -72) with branches in Laval (Mayenne region - 53) and Rennes (Ille-et-Vilaine region -35), today, under the direction of Philippe Merdrignac, family-owned Merdrignac Levege Développement operates a recent and innovative rental fleet of a 24 cranes and 25 mobile work platforms. It also specialises in general and industrial transport and transfers, and truck repairs, maintenance and roadside service assistance. Further information about Merdrignac Group can be found at [www.merdrignac-levage.com](http://www.merdrignac-levage.com)

#### **About SNM Lift – Authorized Genie Distributors and Parts and Service Providers**

Founded in 1981, headquartered in Nantes (western region), with branches in Bordeaux, Bruges (south west region), Guignes (Paris and Ile de France region) and Belleville (Rhône-Alps region), SNM Group specializes in the sales, long-term rental and service of leading heavy equipment brands with a reputation for quality. SNM Group includes four divisions. **SNM Cranes** - general handling equipment; **SNM Heavy Handling** – heavy lifting and port handling equipment; **SNM Lift** – access work platforms; **SNM Loc'** – long-term rental of a wide choice of lift, handling and mobile access machines. The company has been an Authorized Terex Cranes Distributor since its foundation, and an Authorized Genie Distributor and Authorized Genie Parts and Service Provider since 2016. Its SNM Lift technicians are all fully training by Genie to offer their support in the company workshop, on customer premises and in the field. Its Genie Parts territory currently covers the following sectors: 09, 12, 14, 16, 17, 18, 19, 22, 23, 24, 27, 28, 29, 31, 32, 33, 35, 36, 37, 40, 41, 44, 45, 46, 47, 49, 50, 53, 56, 61, 64, 65, 72, 76, 77, 78, 79, 81, 82, 85, 86, 87, 91, and 95. Further information about SNM Lift can be found at [www.snmcranes.com](http://www.snmcranes.com)

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#### **About Terex**

Terex Corporation is a global manufacturer of lifting and material processing products and services delivering lifecycle solutions that maximize customer return on investment. Major Terex brands include Terex, Genie, Powerscreen and Demag. Terex solutions serve a broad range of industries, including construction, infrastructure, manufacturing, shipping, transportation, refining, energy, utilities, quarrying and mining. Terex offers financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services. More information about Terex is available on its website: [www.Terex.com](http://www.Terex.com), and on its LinkedIn page -- [www.linkedin.com/company/terex](http://www.linkedin.com/company/terex) and Facebook page -- [www.facebook.com/TerexCorporation](http://www.facebook.com/TerexCorporation)