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**GAM RECEIVES BIG GENIE® Z®-60/37 FE HYBRID BOOM DELIVERY, SPAIN**

*Focusing on sustainability with today's latest environment-friendly, cost-effective hybrid power technology*

**Barcelona, Spain (26<sup>th</sup> July 2018)** – Spanish multinational company General de Alquiler de Maquinaria (GAM) specializes in holistic machinery rental and management services in 10 countries worldwide. With a strong focus on service, safety and sustainability, the company recently invested in a series of 20 m Genie® Z®-60/37 FE hybrid articulating boom lifts, the final units of which were delivered in June.

“We are pleased to complete our wide range of mobile elevating work platforms with Genie, one of the most experienced and renowned brands in the aerial business,” says Ricardo López-Cediel, Sales Director, GAM. He continues: “As a reference company in equipment rental services, GAM is always looking to provide the latest-generation equipment. Today, this implies adapting to market needs by offering machines that are more environment-friendly without compromising on power, and that are more cost-efficient to operate to help sustain the success of our customers’ business. In both respects the hybrid Genie Z-60/37 FE boom lift ticks all the right boxes.”

The first and only high performance hybrid unit on the market, the Genie Z-60/37 FE boom lift combines the true 4WD performance of diesel machines, with the quiet, clean efficiency of electric-powered units. Extremely efficient, even in rough terrain conditions, this hybrid Genie model offers the advantage of economising between 15 to 30 Euros of fuel a week. In “All-Electric” mode, it provides a full workday shift’s operation on an overnight battery charge. Furthermore, with its new generation power technology, maintenance is easier and service intervals are longer to reduce service costs as compared to diesel machines.

With the acquisition of its new Genie Z-60/37 FE boom lifts, thanks to their true rough terrain performance and cleaner, quieter operation, GAM now offers customers the ideal start-to-finish solution adapted to today's increasingly strict emissions and noise regulations. And weighing only 7756 kg, this machine is suitable for sites where floor pressure is limited. Offering users a wider field of application, its reduced weight also means that the Genie Z-60/37 FE boom lift can be carried on a standard trailer, which simplifies and reduces the cost of transport. GAM expects rates of utilization to be high for excellent returns on investment.

### **Photo caption**

From left to right

- . Javier González (Sales Technical support, GAM)
- . Oscar Ramos (Sales representative, GAM Madrid)
- . Ricardo López-Cediel (Sales Director, GAM).
- . Jordi Cliement (Technical Sales support, GAM)
- . Jorge Alarcón (General Manager, GAM)
- . Gerard Balaña (Sales representative, GAM Tarragona)
- . Pedro García (Genie Sales Manager Spain & Portugal, Terex AWP).
- . Luis Fraile (Sales Technical support, GAM)
- . Jorge Díaz (Sales Technical support, GAM)
- . Nacho Dorado (Territory Manager, GAM Central Spain)
- . Oscar Rosés (Territory Manager, GAM, Eastern Spain)

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### **About GAM**

GAM (General de Alquiler de Maquinaria, S.A.) is a Spanish multinational company specializing in complete machinery management services. GAM provides equipment rental, maintenance, training and the sale of new and used equipment. The company counts with additional business segments specialized in the provision of design, build services for events booths, and drone technology.

Leading company in the Spanish market, with a fleet that counts 14.500 machines and 1000 employees, it currently boasts a presence in 10 countries throughout Europe, Latin America, North Africa and the Gulf region. More information about GAM can be found at <https://gamrentals.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](#), and on its [LinkedIn page](#) and [Facebook page](#).