



FOR IMMEDIATE RELEASE

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**SYSTEM LIFT PLACES LARGEST ORDER FOR GENIE® BOOMS AND SCISSOR LIFTS
IN THE GAS REGION (GERMANY, AUSTRIA & SWITZERLAND)
18 million Euros equipment investment planned for 2019**

Delmenhorst, Germany, 11th September 2018 – AVS SYSTEM LIFT AG based in Hanover, Germany, is an association of more than 70 medium-sized work platform rental companies that it supports to be competitive in our market. At its semi-annual conference, they announced that SYSTEM LIFT-partners have placed orders for Genie® booms and scissor lifts for a minimum of 18 million Euros, for its 2019 investment phase.

Leopold Mayrhofer, CEO of AVS SYSTEM LIFT AG, and Fabian Markmann, product manager of AVS SYSTEM LIFT AG, both emphasise that by combining its partners' requirements AVS SYSTEM LIFT AG has succeeded in opening up a completely new chapter in the history of the organisation negotiation and ordering process.

"In the past, our partners used to respond to negotiated offers and suggestions from our suppliers. We now have reversed this process — we as an organisation specified the amount of the offer we are ready to invest. The success this process has delivered shows that we are on the right track. With Genie, we chose a long-standing supplier and partner whose product range covers all the needs of today's access rental businesses. The brand's current innovations, such as Genie Xtra Capacity™ high capacity and low-emission machines, are right on target considering the ongoing changes in our industry. In combination with its proven and reliable products, Genie offers what we believe is the best package. Last but not least, given the excellent residual values of used Genie equipment the decision was ultimately not difficult for us."

Jacco de Kluyver, Genie VP Sales & Marketing, Terex AWP for Europe, the Middle East, Africa and Russia (EMEAR), confirms Mr. Leopold Mayrhofer's views and adds: "Placing this important order, the entire SYSTEM LIFT organisation has taken a major development step. We are grateful for SYSTEM LIFT's trust and are very excited to receive the largest order ever placed in the GAS region (Germany, Austria, Switzerland). It's great to see how the SYSTEM LIFT-partners leveraged their buying power and turned from an 'important and valued regional customer group' into a 'large player' which enables

the members to remain competitive in the market today and tomorrow.”

Jacco de Kluiver adds: “As a rule, Genie is the chosen brand for large players in the market place today, due to the complete portfolio, innovative products and a great service support organisation. You could say that our two organisations have reached “The NEXCT Level” together following our brand’s current tagline: ‘TAKING YOU TO THE NEXCT LEVEL’. Not all SYSTEM LIFT-partners have participated in the campaign yet, so there is potential for future business. We are looking forward to mastering more challenges of this kind.”

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About AVS SYSTEM LIFT AG

SYSTEM LIFT is the strongest, professional rental organisation for work platforms, forklifts and cranes in Germany, Austria and Switzerland. The vehicle fleet includes more than 13,200 rental machines with which the customer can handle almost all challenges at height. With more than 70 work platform rental companies in Germany, Austria, Switzerland, Romania, Italy, the Netherlands and Turkey, SYSTEM LIFT can guarantee a short delivery time, fast service & personal support for customers. The partner companies of SYSTEM LIFT are constantly being trained, thereby a customer-oriented advice is possible. The SYSTEM-CARD training system was developed exclusively for their customers, with the aim of providing the user with the greatest possible safety when using the machines. The SYSTEM CARD concept of initial training, annual training and retraining offers a tool for their customers to meet the statutory requirements in employee protection. Their E-Learning concept is unique in the industry and saves time and money. “SYSTEM LIFT, your strong partner for your success.” More information about SYSTEM LIFT can be found at www.systemlift.com

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, and on its LinkedIn page -- www.linkedin.com/company/terex and Facebook page -- www.facebook.com/TerexCorporation.