



FOR IMMEDIATE RELEASE

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THIRTY-SEVEN UNIT GENIE® DELIVERY FOR EXPERTISE, SAUDI ARABIA

Marking a premiere with the first 43 m (141 ft) Genie® SX™-135 XC booms in the country

DUBAI, U.A.E. (20th May 2018) – Earlier this year, Expertise Contracting Co., one of Saudi Arabia’s leading industrial service providers, received delivery of 37 Genie® self-propelled telescopic boom lifts. Comprised of a mix of Genie S®-65 and S®-85 boom lifts offering maximum working heights from 20 to 27.9 m (66 to 91.5 ft), the delivery notably included the first two Genie Xtra Capacity™ (XC) SX™-135 XC™ boom lifts in the country. Combining more up reach and outreach than any other machine in this category on the market, both Genie SX-135 XC units have been under such high demand that Expertise plans to invest in more Genie XC machines by the end of this year.

With this recent delivery, Expertise now counts an aerial access fleet of 85 Genie units. “We have always been extremely satisfied with Genie aerial work platforms, as well as the reliable service support provided by our local Genie team and their authorized service providers in the region,” says Mohammed Ashraf, Director of Industrial Supplies for Expertise. He continues: “But when it comes to investing in new machines, finding the right financing solution is paramount. In this respect, Genie Regional Sales Manager Gary Cooke introduced us to Muhammed Ajmal, Terex Financial Services (TFS) manager in Saudi Arabia. They have proved to be a strong partner, and the terms offered were just what we needed to expand our fleet and support our business.”

Since their delivery earlier this year, all 37 new Genie machines have been under high demand from customers operating in broad field of sectors in the region, among which, Saudi Arabia Basic Industries Corporation (SABIC), one of the country’s largest employers specialized in the manufacture of fertilizers, chemicals, polymers and metals. It was part of a maintenance contract with SABIC that Expertise purchased its two Genie SX-135 XC telescopic boom lifts.

Offering from 300 kg (660 lb) up to 454 kg (1,000 lb) lift capacity, like all Genie XC machines, the Genie SX-135 XC boom lift provides 32 percent more load capacity than the industry standard to raise

up to three people and more tools and materials. As a result, the number of up and down trips to reload is significantly reduced which really saves time and increases productivity. But, this is not all. Adding an extra 3 m (10 ft), plus 125 degrees of jib articulation to the unit's 43 m (141 ft) working height and market-leading 27.43 m (90 ft) outreach, the telescopic Genie Jib Extend™ is also a unique feature that is ideal for high precision access in hard to reach places.

Additionally, as applies to most Genie boom lifts, all units within this new delivery came equipped with the factory-installed Genie Lift Guard™ Contact Alarm, a secondary operator protective system. For Expertise, this standard feature meant that the machines already complied with the state oil and gas company's (Aramco) safety regulations as part of which the installation of secondary operator protection is mandatory. Designed for heavy lifting work at height, the Genie SX-135 XC boom lift is a perfect fit for facilities management and construction applications on stadiums, sports arenas, industrial, telecommunications and utilities sites, among others.

"For the first time in Saudi Arabia, thanks to our new Genie SX-135 XC boom lifts, Expertise now offers customers the ability to do more and work faster and more easily using a single machine," says Mohammed Ashraf. He continues: "Feedback from SABIC has been great. They are more than satisfied by the machines' capabilities that have proved a perfect fit for the maintenance of their sites. As far as we're concerned, the Genie SX-135 XC boom is a great investment. In fact so much so that we're already considering acquiring several more Genie Xtra Capacity units before the end of this year."

Photos & captions.



(From left to right): Muhammed Ajmal, Country Manager, Terex Financial Services, Middle East - Mohammed Ashraf, Director Industrial Supplies, Expertise - Gary Cooke, Genie Regional Sales Manager, Terex AWP, for the Middle East at Terex Equipment Middle East LLC.

Photo2:

Genie SX-135 XC boom helps perform maintenance work on one of the plants in Saudi Arabia
Providing 32 percent more lift capacity than the industry standard to raise up to three people and more tools and materials, the Genie SX-135 XC boom features the Genie Jib Extend that adds an extra 3 m (10 ft) plus 125 degrees of jib articulation to the unit's 43-m (141 ft) working height and market-leading 27.43 m (90 ft) outreach. All put together, a perfect match for high precision industrial maintenance up to 46 m (151 ft).

About Expertise Contracting Co.:

With three decades experience, Expertise is a leading Industrial Service Provider serving, among others, the Petrochemical, Oil & Gas, and Power Generation industrial sectors. The company offers a wide range of services from Heavy Equipment Rental & Transportation, Plant Maintenance & Turnaround Services to Power and Automation, Industrial Material, Skilled Manpower Supply, Hydraulic Hoses, etc. Headquartered in Jubail Industrial City with an operating terminal of 65,000 sq. meters the company works from branch offices located across the Kingdom. With nearly 1,000 pieces of equipment in-house and 2,000 professionals under its direct sponsorship, Expertise is a sizable organization. Working on the principle of 3 Ps - Patience, Persistence and Perspiration, for Expertise, business is all about developing excellent inter-personal customer relationships. For further information about Expertise Contracting Co, visit: <http://expertindus.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, and on its LinkedIn page — www.linkedin.com/company/terex