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BESL MOVES FORWARD WITH GENIE® SERVICE SOLUTIONS (GSS)

Five years "Full Service" from Genie ensures predictable costs and high rental utilization

Bremen, GERMANY (25th September 2019) – BESL GmbH is a family-run rental business that operates from locations in Stammham near Ingolstadt and Garching near Munich in Bavaria. After the recent addition of several new Genie® GS™-69 DC scissor lifts, articulated electric Genie® Z®-33/18 and hybrid Genie Z-60 FE boom lifts to its fleet, the company also chose to entrust the maintenance, inspection and repair of its new machines to the hands of Genie experts. The decision resulted in BESL choosing a 5-year "Full Service" Genie Service Solutions (GSS) contract, which went into effect in early July this year.

"As part of this Remedial Maintenance contract, over the next five years, the Genie technical team will provide BESL with full support on the maintenance and repair of all contracted machines. Genie will proactively schedule and perform the service inspections and take care of any repair works needed to ensure all corresponding equipment is operating effectively. With proactive maintenance planning and rapid response times for any repairs needed, this will minimize downtime. As a result all machines covered by GSS are now rental-ready more rapidly

Hueseyin Sari Technical Service Manager & Technical Trainer Germany, Austria and Switzerland about the customer advantages of GSS: "The BESL team will be able to fully rely on the expertise of the Genie service team, while they focus on other operational matters important to their business. This is an exciting opportunity to demonstrate the effectiveness and benefits of outsourcing service work to the Genie team in the German market."

Natalie Bayerlein, Authorized Signatory and Commercial Manager, BESL GmbH, explains the decision: "With the GSS 'Full-Service' option, the cost of caring for every machine covered by the contract is predictable for a period of five years. This is the first time that we have taken on a service contract, so we don't have any experience yet, but based on our calculations, we will benefit from lower maintenance and repair costs."

Apart from the cost factor, the family-owned Bavarian rental company also opted for a GSS contract due to the rapid evolution of the technology employed in the latest generation of access equipment.

Natalie Bayerlein adds: "Mobile Elevating Work Platforms are becoming increasingly specialized. For rental companies, this implies the constant need to adapt to new technologies. That's why we chose to hand over maintenance and repairs to Genie specialists, who we have a great experience with, in our region. Thanks to their support, our GSS 'Full Service' contract will ensure that these Genie machines will be kept in prime condition. At the same time, we will also benefit from the peace of mind of knowing that these machines will be properly serviced to keep them productive."

For BESL, increased machine utilization and more time for its own team to focus on their jobs are other advantages of GSS: "We are expecting higher machine availability, more days of rental per machine and reduced machine downtime. These factors are an absolute must-have in today's world where demand is very high and the shortage of skilled technical staff can also be an issue," says Natalie Bayerlein. She continues: "We were actively seeking a solution that would allow our employees to concentrate on our core, day-to-day business. For example, when a machine returns from rental, we have defined procedures and quality processes where time is a key factor. In the past, machines often used to have to wait in the workshop for testing, and possible repairs, because our technicians didn't have time to handle them. With GSS, now we can focus on the quality of the customer service that we provide to end-users and business partners."

To conclude, Natalie Bayerlein says: "All in all, we are counting on this GSS solution to offer us a competitive advantage, which is of course profitable for our company. If it works as well as we are expecting, the next time we buy Genie equipment, we'll repeat the experience."

Photo Caption: R to L Ralf Besl - Managing Director BESL, Natalie Besl - Managing Director BESL, Natalie Bayerlein - Authorized signatory & commercial and personnel management, Markus Happ - Genie Strategic Accounts Manager Germany/Austria/Switzerland.

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About BESL GmbH

Founded in 1999 and operating from locations in Stammham near Ingolstadt and Garching near Munich, family-owned BESL GmbH has a successful track record in the rental of a wide range of mobile elevating work platforms, forklifts, telehandlers, cranes and hoists. The company is also a SYSTEM LIFT partner and since 2018 is an "Official Rental Provider" for Munich Airport, serving customers throughout Bavaria and nationwide. With an experienced and skilled team of 70 employees, in addition to its rental activity, BESL offers professional training for the operation of elevating work platforms and forklifts at its training centres in Ingolstadt and Munich or on customers' premises.

With a fleet of 650 machines, in addition to access, lifting and handling machinery, the company also provides construction site cabins, electric buggies and mini excavators. Further information about BESL can be found on the company website: www.arbeitsbuehnen-besl.de (in German only)

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 and Powerscreen. 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 .