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Press Contact: Magdalene Thusheetha

Office: +971 4 399 0381 (Ext. 124)

Mobile: +971 56 644 26 88

Email: Magdalene.Thusheetha@terex.com

GENIE EXPANDS ITS DISTRIBUTOR NETWORK IN TBILISI, GEORGIA

*(Elite Motors Ltd Appointed as Authorized Distributor for the Sale of
Genie® Aerial Access Equipment and Telehandlers)*

TBILISI, GEORGIA (18th September 2019) – Supporting the availability and service of its Genie® branded products, Terex Aerial Work Platforms (AWP) announces the appointment of Elite Motors Ltd as a distributor of its full range of aerial access equipment, telehandlers and jobsite support equipment, including Terex® light towers — Georgia-wide.

For Okan Acar, Genie Sales Manager, Turkey and the Caspian Sea region, Terex AWP, who initiated the agreement: “Thanks to this new collaboration, customers in Georgia now have easy access to the full range of Genie products and parts support in a growing market where premium, high-quality aerial equipment is under increasing demand. We have every confidence in the experience and know-how of the Elite Motors team to address customers’ needs in a sector with high potential.”

As Zviad Antelidze, General Manager, Elite Motors Ltd. explains: “In Georgia, tourism is booming, and at the same time, we are experiencing a steep rise in new construction projects, among which a massive number of supermarket chains and shopping malls. In addition to their construction, these facilities will need maintaining with the right equipment. Until now, emerging Chinese brands have been predominant here. Today, thanks to our new distributor agreement with Genie, customers can now take advantage of the 53 years of experience and continuous innovation of a world-leading, global brand. We are convinced that fleet owners will be quick to realize that they have a lot to gain in choosing Genie, backed by our local support, to reap the benefits of high returns on investment in the long-term.”

He continues: “With very few known suppliers in the region, our name in the market precedes us and has led Elite Motors to establish an excellent reputation. We are proud to add Genie to our competitive offering of high-quality, international brands as we strive to offer the best products, responsive and skilled parts supply, maintenance and in-the-field service to lead the market in Georgia.”

Photos & caption

1. After signing the distributor contract (L to R) Sharbel Kordahi, Sales Director, Terex AWP Middle East, Southern Africa, Russia & CIS and Managing Director Terex Equipment Middle East LLC - Zviad Antelidze, General Manager, Elite Motors Ltd. - Jacco de Kluijver, Genie Vice President of Sales & Marketing, Europe, Middle East, Africa and Russia region (EMEAR), Terex AWP - Okan Acar, Genie Sales Manager, Turkey and Caspian Sea region.



2. Elite Motors HQ



3. Elite Motors - reception



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About Elite Motors Ltd

Based in Tbilisi, Elite Motors prides itself in being an authorised distributor of a wide range of construction equipment from the world's best brands among which: Genie Mobile Elevating Work platforms, telehandlers and push-around vertical masts and Terex light towers, Atlas Copco, Volvo, Wacker-Neuson construction equipment - SDLG wheel loaders, Liebherr concrete mixers, pumps, stationary pumps, batching plants and mobile cranes – Deutz engines, Mosa welders and Oryx simulators. Backed by a skilled OEM-trained team of technicians, the company specializes in the service and maintenance of heavy construction equipment, MEWPs and engines and provides responsive in-the-field service to support uptime and reduce costs. Further information about Elite Motors can be found at <http://elitemotors.ge>

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.