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REDESIGNED GENIE® WEBSITE NOW LIVE GLOBALLY WITH NEW BIM TOOL

Virtual construction in 3D and easier access to Genie product information at your fingertips

ROOSENDAAL, THE NETHERLANDS (13th June, 2019) – Following the launch of the updated Genie® website in North America in 2018, the newly redesigned Genielift.com site went live globally in April to include the brand's Latin America, Asia, Southeast Asia, Australia and European regions. Faster, easier and more interactive than before, all Genielift.com sites also include a Building Information Modelling (BIM) tool to aid architecture, engineering and construction professionals to plan digitally their construction projects.

“From researching and planning to purchasing and training, customers are doing more business online. Refreshing our current site to offer a contemporary digital interface enables us to stay more closely connected with customers online — getting them what they need to know, when they need to know it,” says Aron Sweeney, Genie Senior Marketing Manager – Digital, Terex AWP.

Enhancing the experience of customers with the Genie brand, the revamped Genielift.com now offers visitors faster, more convenient access to core product information with product filtering capabilities relevant to the most current global industry standards. Including videos, photos and articles on Genie products and services, customers also benefit from new product comparison capabilities and improved responsiveness to web inquiries.

At the same time, thanks to the new Genie BIM tool, building professionals visiting the site now have the insight and means of planning, designing, constructing and managing building and infrastructure projects more efficiently. Providing the necessary resources that building and infrastructure professionals need to include Genie products in their projects from

conception to completion, the BIM concept envisages the virtual construction of a building or infrastructure prior to its actual physical construction. Each professional can add discipline-specific data to the single, shared file. For example: Subcontractors from every trade, including water, electricity, gas, communication utilities and roads, can input critical information into the BIM file before beginning construction. Currently including 17 different conception/construction models, with more coming later this year, the Genie BIM library is accessible via this link on the Genie website: genielift.com/en-gb/support/bim

For Judith Henri, Genie Marketing Manager, Terex AWP EMEAR: “The content of our new website is available to help customers select the right Genie equipment or service to meet their specific needs,” She continues: “With this in mind, we have also taken care to adapt the site to account for regional differences, notably for our EMEAR customers for whom we have created a new ‘eco-friendly’ product category that is accessible directly from the home page. Dedicated to Genie hybrid and 100% electric booms and scissor lifts that are particularly well suited to Europe’s strict emissions and noise regulations, this section, like all the information provided for the EMEAR region is available in five languages as usual.”

For more information about Genie products, services and solutions, visit genielift.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 and Facebook page -- www.facebook.com/TerexCorporation.