



## FOR IMMEDIATE RELEASE

**Press Contact:** Christina Kirsten  
Tel.: + 49 (0) 4152 13 93 43  
E-Mail: <mailto:christina.kirsten@terex.com>

**STAPLERWELT SÜD NEW AUTHORIZED  
GENIE® DISTRIBUTOR FOR SOUTH GERMANY**  
*Extension of the dealer network intended to expand  
market presence, product availability and service*

**Bremen (Germany), 22<sup>nd</sup> July 2020** – In April, Genie appointed Staplerwelt Süd GmbH, based in Bietigheim-Bissingen in Baden-Württemberg, as its new authorised distributor for Southern Germany for Saarland, Baden-Württemberg, Bavaria, parts of Rhineland-Palatinate and Thuringia. In addition to increasing the availability of the Genie® portfolio in South Germany, this appointment further expands the Genie customer service offering and the provision of spare parts for Genie products.

With a particular focus on providing the support that end-user contractors and smaller rental companies need, Staplerwelt Süd owns its own stock of available Genie equipment to respond to demand for quick deliveries, backed by responsive, first-class service.

Arjen Snijder, Genie Sales Director Germany, Austria & Switzerland, the Nordics & Key Accounts Terex AWP, says: "We are pleased to have a highly competent partner like Staplerwelt Süd in our network. As an authorised Genie distributor, Staplerwelt Süd will further expand the Genie brand with its versatile aftermarket support in Southern Germany, where first-class aerial access technology is increasing in demand. Staplerwelt brings the experience and expertise to provide the high level of service that customers expect."

Markus Bandura, Genie Territory Sales Manager for Southern Germany, Austria and Switzerland, Terex AWP, adds: "Staplerwelt Süd benefits from an excellent reputation for responsive, skilled service and good geographical coverage in the region. They are dynamic and cooperative and, within the few months that we have been working together, their presence has already proved a success. As soon as it is possible, an open day and further activities will be planned."

Andreas Konstantin, Managing Director of Staplerwelt, says: "For us, quality is paramount. Genie, and the 53 years of experience and continuous innovation they bring to their products, as well as their brand values, are an excellent fit with our sales concept and portfolio. Thanks to our many years of know-how in the rental business, we know the needs of rental companies and can cover short-term requirements with our stock of new and used machines. We are convinced that fleet owners will be quick to realize that they have a lot to gain in choosing Genie, a global leader in the industry, backed by our local support with a team of 3 sales representatives, 15 service technicians and a high-performance workshop, to reap the benefits of high returns on investment in the long-term."

He continues: "In July, we will be one of the first companies in Germany to offer the new Genie Z®-45 FE hybrid articulating boom lift that is an excellent example of innovative technology that is focused on the future. We want to use it to help our customers expand their green product range to adapt to today's increasingly strict environmental requirements."

Photo caption:

Andreas Konstantin, Managing Director of Staplerwelt – left - and Markus Bandura, Genie Territory Sales Manager for Southern Germany, Austria and Switzerland, Terex AWP – right -- in front of a Genie boom lift at Staplerwelt Süd.

###

#### **About Staplerwelt Süd**

For over 20 years, Staplerwelt has been a powerful partner in Baden-Württemberg for construction, agriculture, local authorities and industry customers. Backed by 30 motivated members of staff, the company team offers a complete range of services for telescopic handlers, all-terrain forklifts and aerial work platforms. From the sale of new and used products by leading brands, to service support, spare parts supply, Accident Prevention Inspections and operator training at its training centre, the company's new online shop offers customers a selection of over 5000 accessory products. More information about Staplerwelt Süd can be found on the company website at [staplerwelt.de/](http://staplerwelt.de/)

#### **About Terex**

Terex Corporation is a **lifting and material handling solutions** company reporting in five business segments: Aerial Work Platforms, Construction, Cranes, Material Handling & Port Solutions and Materials Processing. Terex manufactures a broad range of equipment serving customers in various industries, including the construction, infrastructure, manufacturing, shipping, transportation, refining, energy, utility, quarrying and mining industries. Terex offers financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services. Terex **uses its website ([www.terex.com](http://www.terex.com)) and Facebook page ([www.facebook.com/TerexCorporation](https://www.facebook.com/TerexCorporation)) to make information available to its investors and the market.**