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Public Relations Contact: Christina Kirsten
Tel.: + 49 (0) 4152 13 93 43
E-Mail: christina.kirsten@terex.com

**GENIE APPOINTS NEW SALES TEAM MEMBER
FOR NORDICS REGION**

GOTHENBURG, SWEDEN (12th March 2020) – Responding to increasing demands for aerial equipment and solutions in Scandinavia, Anders Svensson has been appointed as Genie Regional Sales Manager Nordics for Sweden and Norway, Terex AWP. Based in Sweden, Svensson reports to Lars Raagaard, Genie Sales Director Nordics for Denmark, Sweden, Norway, Iceland, Finland and the Baltics, Terex AWP. In this role, which Svensson assumed in January 2020, he will support all Genie® products and services, working to meet customers' equipment needs for new Genie technologies in order to focus on customers' business goals and demand for solutions that respond to their future trends.

"We welcome Anders to the Genie team," said Raagaard. "Our sales force plays a vital role in developing, maintaining and growing relationships with our customers. Adding Anders to our team of sales representatives strengthens our ability to serve our customers, as well as to meet the specific needs of the rental industry and aerial market in the Nordics region."

Svensson worked for nearly 25 years in the ship unloading sector, bulk handling, conveying systems and port solution sectors on large world-wide projects in North America, Russia, the Middle East, Asia, Brazil and Morocco. He comes to Genie from BRUKS Siwertell where he held the position of Project and Sales Manager, Middle East and Russia.

"Anders' port solutions and bulk handling business-to-business background, and 25 years of experience with international industrial clients, makes him the right person to complete our team of experts," adds Raagaard. "He also has the approach that we expect as part of a team with a strong focus on customer responsiveness that has allowed us to develop good relationships and gain the loyalty of our regional distributors and customers."

“Furthermore, in a region where demand for new technologies is strong, we are confident that Anders’ open-minded approach will play a key role in supporting the specific needs of our Nordics customers,” Raagaard concludes.

Photos

Anders Svensson
Genie Regional Sales Manager Nordics for Sweden and Norway, Terex AWP

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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 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](#), and on its [LinkedIn page](#)- and [Facebook page](#).