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PART OF A 61-UNIT ORDER, SCHMIDT RENTAL RECEIVES DELIVERY OF SEVERAL GREEN GENIE® MACHINES *A large, family-owned German rental company's response to increasing demand for eco-friendly solutions in the facilities maintenance, construction and industrial sectors*

Neu Isenburg, Germany (9th December 2020) –This autumn, Neu Isenburg-based rental company Schmidt Hub-Arbeitsbühnenvermietung (Schmidt Rental) received delivery of thirteen eco-friendly Genie® boom lifts and scissor lifts. Part of an order for 61 Genie units, models of this recent delivery include seven of Germany's first Genie Z®-45 FE hybrid boom lifts, two Genie Z-60 FE hybrid boom lifts and four electric Genie GS™-4655 scissor lifts. Among the first Genie models of their kind in Germany, for Schmidt rental, this investment comes in response to increased customer demand for high-performance, low-noise, and reduced- and emissions-free aerial solutions adapted to facilities maintenance and long-term construction and industrial applications.

Markus Wondra, Sales Manager, Schmidt Rental, provides insights into the reasons for choosing Genie, and why the company thinks that the brand's hybrid and electric models are such a good investment.

Why Genie?

"We have been working with Genie for many years and are convinced with the quality of the brand's equipment. In our company, decisions are not made by sales management alone, but also by our workshop team. When they recommend an equipment manufacturer, their opinion has a strong influence in our decision-making process. In addition to the reliability and quality of its products, with Genie, service and back office works well for us too. We know who to call, and when we need support or spare parts, our requests are handled rapidly."

The reasons for increased demand for hybrid?

"To start with, many customers think that hybrid technology is a bit of a two-way street. They tend to see it as a compromise between diesel and electric, which leaves them sceptical as to the machines' real capabilities. This is why we promote hybrid proactively to draw our customers' attention to the advantages. Once they understand how the concept works, they

try it, and as soon as they do, they are immediately convinced. So much so that the next time round, they actually ask us for a hybrid machine, hence the rise that we have experienced in terms of demand for this technology.”

What are the benefits of hybrid technology?

“True hybrid, as used by Genie, offers several advantages for both end-users and our business as a rental provider. For end-user customers, with hybrid technology they have a 2-in-1 machine to cover the whole project from start to finish rather than renting a diesel model for the initial outdoor construction and an electric unit for finishing interior work. This saves our customers transport costs by renting only one machine instead of two.

The fuel consumption of hybrid booms used in electric mode is also lower than their diesel-powered counterparts. Because many construction sites have electricity readily available at no additional cost, the fuel cost savings are an important benefit. On the other hand, on construction sites, long distances must be covered and diesel operation remains indispensable.”

At the same time, hybrid units are extremely reliable. When used in electric mode, if the batteries run low or flat the machine can switch to diesel mode, which allows the unit to continue working while, the batteries recharge automatically.

As a rental company, hybrid units are also less maintenance intensive. Since they are generally operated in electric mode, maintenance intervals for the diesel engine are longer and filters need changing less often, which reduces workshop time and costs.”

Where do you see the best application opportunities for your new hybrid and electric Genie models?

“Their field of application is wide. For our hybrid booms, we expect them to be popular for noise and emissions-restricted sites, notably in the facilities management sector, which implies working in and around buildings frequented by people. For example, thanks to the quiet performance, low or totally emissions-free operation and 300 kg (660 lb) lift capacity of the Genie Z-45 FE — which is perfect for two people on the platform with their equipment — we see general maintenance and window cleaning, which can take up to three or four weeks on large buildings, as offering high rental potential and utilisation.

Long-term general or industrial construction are other key sectors where we expect our new hybrid Genie models to be in demand. In this case, jobs take from four weeks to up to three or four months at a time, which will lead to very good rental returns on invested capital.

As far as our new Genie GS-4655 scissors lifts are concerned, their narrow 1.40 m (4 ft 7 in) width will be a good solution for trade fairs and events where their 15.95 m (51 ft 9 in) indoor and 8.55 m (27 ft 6 in) maximum outdoor working heights are necessary. This model’s 350 kg (770 lb) lift capacity is a key feature, as we generally find that 270 kg (595 lb) is not enough.”

Schmidt Rental also supports customers in the film industry. “Our Genie hybrid boom lifts and electric scissor lift are perfect for lighting on film locations, such as on the well-known Tatort series by Hessischer Rundfunk for which they are currently in operation in the Rhine-Main area,” concludes Mr Wondra.

For more information on Genie products and services, visit www.genielift.com.

Photos: A classic hybrid application: two Genie Z-45 FE hybrid boom lifts are used in the heart of Frankfurt - in the Zeil pedestrian zone and in the Hauptwache area - to install the Christmas decorations.

About Schmidt GmbH and Co. Hubarbeitsbühnenvermietung KG, Neu-Isenburg

Based in in Neu-Isenburg and operating from two branches in Mainz-Gustavsburg and Besigheim (near Stuttgart), Schmidt Rental has been offering a wide range of mobile elevating work platforms in the Rhine-Main-Neckar area for more than 45 years. As an independent and family-owned business, for Schmidt, its 70 members of staff and 1,150 aerial work platforms are its capital, with a history than goes back almost 90 years to 1927 when the company was found by grandfather Elektro Schmidt, to today’s current management. With “If it’s working at height, think Schmidt” for company motto, Schmidt prides itself in customer proximity, personalized service, tailor-made solutions, skilled and responsive support with a strong focus of product quality and safety. More information about Schmidt Rental (Schmidt Hubarbeitsbühnenvermietung) can be found on the company website:

<https://www.arbeitsbuehnen-schmidt.de/>

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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 www.Terex.com, on LinkedIn www.linkedin.com/company/terex and on Facebook www.facebook.com/TerexCorporation.