



## For Immediate Release

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### ACCES INDUSTRIE ADDS

#### 5 GENIE® Z®-60 FE AND 10 GENIE® Z®-45 FE ARTICULATING BOOM LIFTS

*Since pioneering the access sector with its first Genie® Z®-60 FE hybrid aerial work platforms in 2018, Acces Industrie reaffirms its commitment to a clean future*

**Chartres, France (18<sup>th</sup> November 2020)** – Reinforcing its fleet of hybrid aerial work platforms, Acces Industrie — one of the first rental companies in France to invest in Genie® fuel-electric (FE) hybrid technology in 2018 — recently added a further five Genie Z-60 FE booms lifts plus 10 new Genie® Z-45 FE hybrid units to its fleets. — the first in France. The company now own a total of 34 Genie FE hybrid models.

All this, under the impetus of its Managing Director Pascal Meynard, who having already initiated a Genie hybrid boom lift training programme for his teams, is backed by a communications plan addressing his customers and prospects. A visionary company director, he declared two years ago: "The market is sensitive to these new developments in terms of ecology. It's up to us to educate the market, providing information and promoting the product, in collaboration with Genie."

Émilie Robert, Marketing and Commercial Services Director, Acces Industrie, explains her company's approach regarding the acquisition of these new Genie FE hybrid units: "Ecology is a central issue, a real challenge for the coming years. Companies should be aware of the need to be the first to comply with environmental standards, or even to be forerunners in this field.

As Acces Industrie has always been driven by innovation and continuous improvement, we know that Genie FE hybrid booms can revolutionise the habits of the construction industry and we want to be a driving force in terms of this evolution."

She continues: "In choosing these new Genie hybrid boom models, we continue to establish a solid foundation with Genie. We chose this avant-garde approach for the reasons mentioned above, as well as, in large part, thanks to our strong relationship with the Genie team. Our staff has been trained, made aware of and are able to highlight the added value of Genie hybrid technology."

She concludes: "We also chose Genie hybrid booms because, from a rental sales perspective, these are models that are easy to rent because they can be operated from start to finish and can adapt to jobsite constraints. Keeping in mind the price of fuel, these Genie booms also offers a good cost to price ratio."

According to Robert, Genie FE booms are in line with Acces Industrie's eco-responsible strategy. "Indeed, this is a continuation of our commitment as an eco-responsible company. It starts with initiatives within our company itself, such as reducing waste by eliminating disposable plastic cups,

choosing FSC/PEFC certified printer suppliers for example, and the project of collaborating with an ecologically focussed association. As part of this strategy, it seemed logical to transpose the same approach to our rental fleet and sales offering,” she says.

Robert adds that these new Genie hybrid booms will be rented mainly for applications in city centres and for urban projects because they fully comply with the various standards and constraints: Reduced noise and emissions, the ability to operate the equipment throughout a jobsite’s entire cycle, versatility and adaptability.

“Acces Industrie definitely has an ecological and pragmatic vision of the aerial access market of today and tomorrow. Our investment in 24 Genie Z-60 FE boom lifts and 10 Genie Z-45 FE units is a clear illustration of this strategy,” concludes Robert.

The company’s 10 new Genie Z-45 FE models are available for rental through Acces Industrie branches in the Paris region and the city of Lyons. (East Paris region – 1 unit; West Paris region -1 unit; Paris Charles de Gaulle Airport – 2 units; South Paris region – 2 units; North Paris region – 2 units; Sarans – 1 unit; Lyons – 1 unit).

#### **About the Genie Z-45 FE hybrid articulating boom lift**

Designed using the same hybrid technology as Genie Z-60 FE sister model, the new Genie Z-45 FE boom lift offers a maximum working height of 15.92 m (51 ft 8 in) a maximum horizontal outreach of 6.94 m (22 ft 9 in), a maximum up-and-over reach of 7.50 m (24 ft 7 in) and a market-leading 300 kg (660 lb) maximum lift capacity in the 16 m (52 ft) hybrid boom lift class. Because of its highly versatile, low emissions, energy-saving and low maintenance 4WD operation, this new machine combines the benefits of high rental returns on invested capital (rROIC) with the ability to work in virtually any jobsite environment, indoors and out.

#### **About Acces Industrie**

With more than 20 years’ experience, Acces Industrie specialises in the rental of mobile elevating work platforms, telescopic telehandlers and materials handling equipment. In addition to machine hire, Acces Industrie also provides in-the-field technical assistance, maintenance and repair services, as well as the delivery/recuperation of machines on-site. Operating through 29 branches across France, in 2016 Acces Industrie completed its offering with Acces Industrie Sales, an entity that is dedicated to the sales of lifting and handling equipment for the needs of rental, leasing, and hire purchase customers. For details about Acces Industrie, visit [www.acces-industrie.com](http://www.acces-industrie.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 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](http://www.Terex.com), and on its LinkedIn page -- [www.linkedin.com/company/terex](http://www.linkedin.com/company/terex) and Facebook page -- [www.facebook.com/TerexCorporation](http://www.facebook.com/TerexCorporation).