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AVKA PLANT HIRE HAS SUCCESS WITH FIRST GENIE® Z®-60 FE HYBRID BOOM IN SOUTH AFRICA

(Outstanding utilisation rates and rROIC offered by the Genie® Z®-60 FE hybrid boom ensures the rapid success of rental firm's diversification strategy)

DURBAN, SOUTH AFRICA (28th February 2020) – Last July, Goscor Access Solutions (GAS), Authorised Genie Distributor in South Africa, provided the first ever fuel electric (FE) aerial work platform in the country — a 20.16 m (65 ft 7 in) working height Genie® Z®-60 FE hybrid boom lift — to Durban-based Avka Plant Hire. Marking the rental firm's entry into to the aerial access sector, in just four months, the utilization rates and rental returns on invested capital (rROIC) offered by the unit were so significant that GAS has since ordered eight more units — and, the company is considering acquiring another 17 other units before the end of 2020. Deliveries of the first units are scheduled to begin before the end of Q1.

For GAS, the decision to purchase its first Genie Z-60 FE hybrid boom sprang from a visit by the company's CEO Andrew Kendrick to the Genie manufacturing facility in Umbertide, Italy, in September 2018. "The truth of the matter is that investing in new technology can seem a bit of a gamble, but if you don't try you will never find out," says Kendrick. He continues: "We were so impressed by the advantages of Genie hybrid technology and the machine's powerful capabilities, that despite the fact that South Africa is predominantly a traditional diesel-driven market, we were convinced that with its hybrid capabilities and 20 m (65 ft 7 in) working height, which is very popular here, the Genie Z-60 FE hybrid boom lift had great potential in our region."

Received by GAS in June 2019 into their sales inventory, but not having a confirmed sales order, the company took the opportunity of the South African Construction Expo held that month to showcase their new Genie FE hybrid unit. Seeking to expand its activity to the aerial access sector, for Avka Plant Hire, the show provided the ideal opportunity to discuss the benefits of Genie hybrid technology and offer customers the chance to discover the machine firsthand.

Ashwin Romalall, Managing Director, Avka Plant Hire says: “We are long-standing GAS customers and value their opinion. Venturing into a new sector of activity is always a challenge, but Goscor’s knowledge and advice convinced us to place the order for our first Genie Z-60 hybrid unit. As the first machine of its kind in the country, we felt that it was important for our users to familiarize themselves with the hybrid concept and get a feel for the equipment, which led us to offer a two-day trial to allow some of our customers to try out the machine.”

He continues: “At first, people tend to be sceptical, thinking that hybrid is synonymous of expensive. But as we were soon to find out, owing to its low operating costs, powerful yet environment-friendly operation, reduced maintenance, low fuel consumption and the ability to use the machine for indoor as well as outdoor applications, the Genie Z-60 FE hybrid boom is an extremely cost-efficient solution to own and to operate. Customers that tried it were delighted with the results, and the word went around rapidly. So much so that, within less than a month, our new Genie FE hybrid boom lift was already under constant high demand.”

Within four months of owning the Genie Z-60 FE hybrid boom lift, “Its rate of utilization was incredible, staying in the yard for no longer than 72 hours for service and maintenance”, explains Romalall. “As far as we are concerned, the Genie Z-60 FE boom has proved to be the perfect product that has offered us a very successful start in expanding our activity — a part of our business that we will continue to develop with more of the same model, as well as other Genie products during the coming year.”

Speaking on the behalf of Goscor, Marcus Gartside, National Sales Manager says: “Based on our experience, we can definitely say that the Genie Z-60 FE boom lift has proven itself in the market as the rental fleet owners' friend, working reliably without a hitch. As far as we see it, it's invincible, and we are anticipating increased demand, which is why we are doubling our stocks ready to support the needs of the South African market before the end of this year.”

About the Genie Z-60 FE hybrid articulating boom lift

Responding to growing worldwide demand for high performance, low emissions aerial work platforms adapted to indoor as well as outdoor tasks, the 20 m (65 ft 7 in) Genie Z-60 FE boom lift is a revolutionary new approach adapted to today's evolving needs.

Neither electric nor diesel powered, but both at once, the Genie Z-60 FE boom marks the beginning of a new type of 100% hybrid machine. Putting an end to batteries that run low, for rental companies its new hybrid technology provides the opportunity to offer a ‘2-in1’ solution that reduces operating costs and that is both environment-friendly and highly versatile to adapt to an extremely wide range of applications. With the Genie Z-60 FE boom lift, operators can work productively both indoors and out.

Equipped with high-efficiency three-phase AC electric drive motors, four motor controllers, powerful AGM batteries, an energy controller unit, hydraulic pumps, an electric clutch, an AC motor generator and an 18.5-kW (24.7-hp) Kubota engine, this new hybrid technology features a combination of interconnected components that offer a totally new power source concept.

The result is an extremely powerful and productive environment-friendly unit that costs less to operate and that requires less maintenance than traditional machines. The hybrid Genie Z-60 FE boom lift combines the power and performance of the Genie brand's latest 4WD diesel machines, with the quiet, clean efficiency of its electric models.

The Genie Z-60 FE boom lift features two modes of operation that are interchangeable at the click of a switch. In 'all-electric' mode, it can provide a full shift of operation on a single battery charge. Used in 'hybrid' mode, it provides more than a week of run time with a single tank of diesel to perform extremely efficiently in rough terrain conditions. In hybrid mode, the machine uses its environmentally friendly Stage IIIB/Tier 4F engine-powered generator to maintain the state of charge of the batteries.

Adding to its outdoor and indoor versatility, the Genie Z-60 FE boom is equipped as standard with foam-filled rough terrain tyres or optional foam-filled non-marking rough terrain tyres. As part of its 'go anywhere' capabilities, the rugged 4-wheel drive Genie Z-60 FE boom offers 45% gradeability, a ground clearance of 33 cm (13 in) and is capable of travelling 25% faster than other typical diesel-powered units. Operators will also appreciate its full-time active oscillating axle that increase wheel contact on irregular terrain, and fully protected AC motors that offer the machine the ability to operate submerged under 91 cm (3 ft) of water.

For extreme usage conditions, or after heavy full-electric operation, the hybrid power system can provide a bulk charge while the machine continues to operate within approximately four hours. How? The hybrid system automatically senses if the batteries could benefit from a charge and the generator kicks-in to recharge them. The hybrid system can also provide power directly to the 4-wheel AC drive motors, allowing the system to combine the power of the diesel driven generator and the 48V DC battery pack, maximizing performance when climbing hills and taking on the most rugged terrain.

In addition to the high-precision control of its hydraulic pressure and output that make this machine so cost-efficient to operate, when braking or descending inclines, this model uses regenerative braking to recover energy that is in turn used to recharge its batteries, making the Genie Z-60 FE boom lift a true hybrid machine. The true benefits of the Genie Z-60 FE hybrid boom lift are recognized worldwide. As an example, it was awarded "Best New Product - Access" by the Hire and Rental Industry Association at the Hire Industry Excellence Awards held at the recent HIRE17 Conference in Sydney, Australia.

Genie Z-60 FE boom lift key specifications:

Working Height: 20.16 m (65 ft 7 in)

Platform Rotation: 160°
Horizontal Outreach: 11.15m (36ft 7in)
Inside Turning Radius: 2.51m (8ft 3 in)
Up and Over Clearance: 7.39m (24 ft 3in)
Gradeability: 45%
Lift Capacity: 227 kg (500 lb)
Machine Weight: 7,756 kg (17,100lb)
Width: 2.49 m (8 ft 2 in)
Genie Fast Mast™ system

Photos & caption



L to R) Marcus Gartside, National Sales Manager, Goscor, Andrew Kendrick, CEO, Goscor, Ashwin Romalall, Managing Director, Avka Plant Hire and Johan Gericke, Regional Sales Manager, Terex Equipment Middle East LLC) at the AVKA Plant Hire premises in Durban.

About Avka Plant Hire

Founded in May 1995 and located in the Phoenix Industrial Park, Durban, South Africa, AVKA Plant Hire has a long and successful history in the rental of plant hire equipment (mini excavators, telescopic handlers, skid steer

loader, backhoes, and compact rollers) and a fleet of trucks backing its transport services. For Avka, every level of its business is a commitment to customers that expect 100% service, like the company expects from its team of staff that is dedicated to delivering quality at all levels of its operations from availability, sales support, on-time delivery and invoicing accuracy. In 2019, the company marked its entry into the rental of aerial access equipment counting the first and only Genie Z-60 FE hybrid boom lift currently available for rental in South Africa. Further information about Avka Plant Hire can be found on the company website at www.Avkaplant.co.za

About Goscor Service Solutions

Goscor Access Solutions specializes in the sales and rental of work at height solutions including Mobile Elevating Work Platforms (MEWP's, also known as Cherry Pickers, Boom and Scissor Lifts, Manlifts or Aerial Work Platforms), Telescopic Handlers (also called Telehandlers or Rough Terrain Boom Forklifts), light-weight Material Lifts and Light Towers. Supplying world-leading brands such as Genie, ATN, Teupen, HybridLift and Hydralada across the whole of Southern Africa, the entire spectrum of lifting requirements are catered for up to working heights of 57m for boom lifts, 26m for scissor lifts and an amazing 50m for crawler-mounted units. A client's specific requirements can be met with a whole range of indoor units, rough-terrain 4x4 units, lightweight options, narrow machines, self-propelled vs push-around units, etc. Whatever the requirement, Goscor Access Solutions can assist and provides a full support service including parts, repairs and servicing, refurbishments as well as an accredited training centre. Further information about Goscor Access Solutions can be found on the company website at www.goscoraccesssolutions.co.za

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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, and on its LinkedIn page -- www.linkedin.com/company/terex and Facebook page -- www.facebook.com/TerexCorporation.