



## FOR IMMEDIATE RELEASE

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### **WITH APEX 2020 POSTPONED, GENIE SHARES NEW EQUIPMENT HIGHLIGHTS WITH CUSTOMERS IN EMEAR**

*The right boom lift option for any jobsite need*

**ROOSENDAAL, The Netherlands** (12th June 2020) – Before the announcement that the APEX and IRE exhibitions in Maastricht, the Netherlands, would be postponed until June 2021, Genie planned to use the tradeshow to showcase its unique range of three complementary, yet distinct boom lift product lines for customers in Europe, the Middle East, Africa and Russian (EMEAR) — the Genie® XC™ series, the Genie FE series and the new Genie J series — that are adapted to specific jobsite and application needs.

“Even though we could not be together in-person at APEX 2020 this year,” says Jacco de Kluijver, Genie Vice President of Sales and Marketing – EMEAR, Terex AWP, “we wanted to bring a little bit of the show to our customers. We are excited to share our latest product news, as well as offer insight into how our equipment strategy is what our customers have been looking for to grow and expand their businesses.”

According to de Kluijver, every jobsite has its unique challenges and requirements, which means that there cannot be a “one-size-fits-all” approach when it comes to mobile elevating platforms (MEWPs), including boom lifts, scissor lifts and vertical mast lifts.

“In our experience at Genie, there is a MEWP for every job,” says de Kluijver. He adds: “Listening to what equipment offerings rental companies’ want, and spending time understanding what equipment solutions end-users’ need, we knew that the Genie boom lift family could not be comprised of one-shot products, but rather we needed to expand our MEWP product strategy to include a diversified range of boom lift options.

“This complete boom lift strategy has been in development for more than five years, purposely developed, designed and manufactured to adapt to specific jobsite requirements and application needs,” de Kluijver continues. “And today, these innovative boom lift offerings allow rental companies to help their customers match the right boom lift to the right application.”

To better understand these offerings, de Kluijver offers a quick summary of what each unique type of Genie boom lift offers to the market:

#### *Genie J Range: Work At Height*

Right-sized for completing work-at-height applications, such as general construction, maintenance, inspection and painting tasks, the Genie S®-60 J and Genie S-80 J telescopic boom lifts offer the essential performance that operators need to get work done at height. Utilizing a jibbed boom, these models provide operators with access where it’s needed — at the top of the envelope.

And, the Genie J models come standard with 4WD and active oscillating axles, which provide operators with true rough terrain performance. The oscillate system stays active during elevated drive which ensures proper wheel contact with the ground.

### *Genie Xtra Capacity™ (XC) Range: Heavy Lifting Applications*

With telescopic and articulated models available, the Genie Xtra Capacity (XC) line combines the benefits of a dual-envelope design to provide an unrestricted platform capacity of 660 lb (300 kg) and a restricted capacity of 1,000 lb (454 kg) to work in more applications that require higher lifting capacities. These models are well-suited for heavy trades work, including commercial construction, structural, electrical and plumbing, as well as specialty applications.

### *Genie FE Range: Work Anywhere Hybrid*

Eliminating the need for customers to manage two separate fleets of machines — one for indoors, one for outdoors — the Genie Z<sup>®</sup>-45 FE and Z-60 FE hybrid articulating boom lifts respond to increased demand worldwide for versatile and cost-effective “green” access solutions. With two modes of operation — all-electric or hybrid — these models offer a versatile, sustainable and powerful “2-in-1” solution adapted to indoor, as well as outdoor, applications, without sacrificing performance in rough terrain. To adhere to specific low-noise or low-emissions requirements on sensitive jobsites, the Genie FE models boast zero-noise operation for use in urban or nighttime environments, as well as zero-emissions operation for use in indoor applications and emissions-restricted outdoor environments.

“Efficiency is key to driving rROIC for rental companies, as well as productivity for the equipment end-users,” de Kluijver finishes. “And globally, there is an increasing importance for MEWP manufacturers like Genie to offer the right mix of specialized equipment, like boom lifts, to meet the EMEAR market’s need for MEWPs to perform specific tasks providing rental companies an opportunity to increase their rental return on invested capital (rROIC) by mixing their fleets with an all Genie line. Keeping all these things in mind, with these three distinct offerings, there is now a right-sized Genie boom lift option to meet every, jobsite need.”

For more information on Genie<sup>®</sup> products and services, visit [genielift.com/EN-GB/XC-J-FE](https://genielift.com/EN-GB/XC-J-FE).

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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), on LinkedIn [www.linkedin.com/company/terex](https://www.linkedin.com/company/terex) and on Facebook [www.facebook.com/TerexCorporation](https://www.facebook.com/TerexCorporation).