



For Immediate Release

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LOCAMOD TAKES ON TOMORROW'S MAJOR CONSTRUCTION PROJECTS WITH A GENIE® SX™-180 TELESCOPIC BOOM LIFT

High performance at extreme height, productivity and ease of transport: a wise choice for Locamod

Chartres, France (21st October 2020) – Headquartered in Paris and under the presidency of Bertrand Philaire since 2016, French rental company Locamod Elévation recently received delivery of a Genie® SX™-180 telescopic boom lift at its north Paris branch in Domont (95).

Thibault Jameau, Director of the company's New Business unit explains what made this acquisition such a logical decision: "Our company has a resolutely forward-looking approach. Our customers want productivity and, with their needs in mind, we want to offer end users the best solutions that allow them to work efficiently and respond to the challenges of tomorrow's large construction projects. These include developments related to the Grand Paris project, the 2024 Paris Olympic Games, and, because our new Genie SX-180 boom is available for rental nationwide, a large number of other jobsites all over France!"

Given the company's outlook, he underlines the reasons why the company's president made a wise decision in choosing this particular model. "We needed to offer our customers a machine combining the ability to work at extreme heights with productivity and ease of transport. The Genie SX-180 boom ticks all the right boxes."

Combining a maximum working height of almost 57 m (187 ft), a horizontal reach of more than 24 m (78 ft 7 in), the ability to work below grade, plus a 3 m (9 ft 8 in) jib, the Genie SX-180 delivers the performance operators need to work efficiently and precisely.

Regarding productivity, its full height drive capability is one of the model's key features that, unlike truck-mounted booms, implies that there is no need to stop working to reposition the machine when moving from one work area to the next.

Furthermore, no need for special convoys either, which saves time and money compared with other machines in its category. Not to mention savings compared with the rental of a truck-mounted unit, which entails the extra expense of an additional operator and makes customers less self-reliant.

For every rental of its new Genie SX-180 boom, Locamod Elévation provides a familiarization session to ensure that operators are at ease with the machine from the first day of use.

For more information about Genie product and services, visit genielift.com

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About Locamod Elévation

Since 2016 and the nomination of company president Bertrand Philaire, Locamod has implemented a process of in-depth transformation. In 2019, the company validated a Leverage Buyout (LBO) with the support of JP Morgan, backed by NextStage Idinvest, Matignon (MI9) and Omnes, leading to a capacity of 52 M€ of financing. This major turnaround was made possible thanks to the skilled work of the entire Locamod team. "Service Mastery" is the centre of its attention. The first stage concerned the company's rental fleet, of which 60% has been renewed over the past two years, for the most part by premium brand machines. The second stage consists in further improving service quality through developing its staff's skills and offering its customers a wide range of products and services. Further information about Locamod Elévation can be found on its website at www.locamod.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, and on its LinkedIn page -- www.linkedin.com/company/terex and Facebook page -- www.facebook.com/TerexCorporation.