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SEEGER RENTAL RECEIVES DELIVERY OF TWO OF THE FIRST HYBRID GENIE® Z®-45 FE BOOM LIFTS IN GERMANY

Genie hybrid technology — an ideal addition to a mid-sized boom mix

NAGOLD, GERMANY (30th July 2020) – Longstanding Genie customer Seeger Rental, based in Nagold near Stuttgart, has just received delivery of two of Germany's first hybrid Genie® Z®-45 FE hybrid boom lifts. Adding to the three Genie Z-60 FE hybrid units it already owns, Seeger is expecting this new delivery to further expand the field of application of its mixed mid-sized boom offering.

Designed using the same hybrid technology as the Genie Z-60 FE model, the new Genie Z-45 FE boom lift offers two modes of operation (diesel or electric) to combine powerful 4WD performance with a working height of 15.92 m (51 ft 8 in), a maximum horizontal outreach of 6.94 m (22 ft 9 in) and an up-and-over reach of 7.50 m (24 ft 7 in). A 1.52 m (5 ft) articulating jib with a 135° vertical rotation provides the ability to position workers accurately. With increased productivity in mind, the Genie Z-45 FE boom notably features 300 kg (660 lb) lift capacity unrestricted. Key applications include contract work in inner city and pedestrian zones, general construction, airports, manufacturing plants, warehouses, museums, convention centres and malls.

Getting the right mix

Karlheinz Seeger, owner and managing director, Seeger GmbH says, "Offering the right mix of machines in our rental fleet is a key focus. The specifications of the new Genie Z-45 FE boom convinced us as we always aim to provide our customers with precisely the right machine for the job." He adds, "With this in mind, we are now seeing increasing demand from end users for environment-friendly solutions. The addition of our two new Genie Z-45 FE hybrid booms complements our 16 to 20 m boom line to adapt to an even broader field of applications to meet our customer's needs. This particular model's 300 kg (660 lb) lift capacity is a real plus."

Mr. Seeger continues "The choice of business opportunities provided by these new Genie Z-45 FE hybrid models is wide. Examples range from warehouse and industrial construction in the 16 m working height range when 300 kg lift capacity is a must-have to many more."

Regarding key applications for its two new Genie Z-45 FE booms, according to Mr. Seeger, "In the past, customers would have rented a diesel machine. However, they now find that with Genie hybrid boom lifts they can combine the advantages of the latest fuel-electric technology to achieve the power performance they need to work productively and comply with their customers' demands."

“From shops in pedestrian zones that want to renovate their facades or have their windows cleaned, but do not want to go for scaffolding or perturb people due to noise and exhaust fumes, to schools that need work done without causing disturbance and polluting the air, these Genie hybrid solutions are ideal,” he explains. “And when end-users are satisfied, they come back!”

Genie Z-booms – an excellent track record and low maintenance costs

In addition to its hybrid Genie FE models, Seeger’s rental fleet counts a majority of Genie models, among which include Genie Xtra Capacity™ Z-45 XC™ models, that are well suited to steel construction and industrial applications, as well as Genie Z-45/25 J DC electric models for jobs where quiet, zero-emissions operation is paramount. “We are extremely satisfied with the quality of our articulating Genie Z-booms in general,” says Mr. Seeger. “Genie diesel articulating booms are as solid as rocks and their electric equivalents work flawlessly. This means that rates of utilization are high and maintenance costs are very low making them a profitable investment.”

The future of hybrid?

Comparing its new hybrid models with the other earlier Genie models that the company owns, Mr. Seeger says, “There is of course more technology involved with hybrid, and durability is a key factor. In terms of profitability, if our Genie hybrid units work out to be as reliable as their earlier Genie articulating boom models, given the rate of end-user demand, there is no doubt that we will continue to move with current trends and invest in more ‘green Genie machines’ in the future.”

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

About Seeger GmbH

Founded in 1995 and operating out of five locations throughout Germany (Stuttgart, Nagold, Böblingen and Tübingen as well Trier and Schwalbach near Saarlouis (near Saarbrücken), Seeger counts a fleet of more than 900 units of equipment, the majority of which are mobile elevating work platforms and forklifts. In-line with its motto: “The right machine for every job”, the company boasts a broad selection of equipment adapted to a wide variety of working at height applications. The share of mid-sized Genie articulating booms is 75%. Seeger employing now 46 team members has been part of the nationwide network of SYSTEM LIFT AG since 2002 and as such offers customer’s access to the choice of some 15,000 specialized work platforms, cranes, forklifts lifts and truck available for hire from over 70 rental branches across Germany. More information about Seeger GmbH is available of its website: <https://seeger-arbeitsbuehnen.de/>

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About Terex

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