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SPAIN'S FIRST 16 M (52 FT 8 IN) GENIE® Z®-45 FE BOOM LIFT FOR SOOS MAQUINARIA

(Ensuring its competitive edge, Spanish rental firm adds a Genie hybrid boom lift to its fleet)

GALICIA, SPAIN (30th July 2020) – Rental company Soos Maquinaria, based in Galicia, Spain, has just received delivery of a new 16 m (52 ft 8 in) hybrid Genie® Z®-45 FE boom lift. Adding to the 20 m (65 ft 7 in) Genie Z-60 FE that it already owns, the company sees these high-performance, environmentally-friendly models as the key to high returns on invested capital (rROIC).

“Our company prides itself in providing its customers with products that feature today’s best technology,” says Oscar Castellanos, CEO, Soos Maquinaria. “In terms of innovation and performance, complementing the Genie Z-60 FE that we already own, the new Genie Z-45 FE boom lift is one of them. Based on our experience, these high-performance, clean machines are excellent solutions that provide us a definite competitive edge.”

He continues, “Thanks to their two modes of operation, with these models, customers benefit from two machines in a single unit, which makes them very versatile. The new Genie Z-45 boom combines quiet, emission-free capabilities with 300 kg (660 lb) lift capacity that we expect will make it a popular choice for combined indoor and outdoor industrial and logistics tasks, pruning trees, as well as any maintenance or refurbishment tasks at height that need to be done in noise and emissions-restricted areas or at night.”

Designed using the same hybrid technology as its higher-lifting Genie Z-60 FE sister model, the new Genie Z-45 FE fuel-electric boom lift combines the versatility of two modes of operation, all-electric or hybrid, both delivering exceptional 4WD performance and more traction than typical diesel machines. Offering a maximum working height of 15.92 m (51 ft 8 in), the Genie Z-45 FE combines a maximum horizontal outreach of 6.94 m (22 ft 9 in) at 7.50 m (24 ft 7 in) up-and-over reach with market-leading 300 kg (660 lb) maximum lift capacity in the 16 m (52 ft) hybrid boom lift class. And, its 1.52 m (5 ft)

articulating jib with a 135° vertical rotation provides the ability to position workers accurately.

Other key benefits of both models include low fuel consumption that significantly reduces operating costs. Weighing no more than 6,577 kg (14,500 lb), which is less than their electric-powered predecessors, these units are also the answer to tasks on fragile or sensitive surfaces and flooring.

The Genie Z-45 boom lift, like other new Genie equipment, incorporates Genie® Lift Connect™ geolocation and telematics fleet management hardware as standard feature with a free, three-year subscription. Among its many capabilities, Genie® Lift Connect allows remote machine fault diagnostics, tracking improper or incorrect operation and scheduling of maintenance to optimise technical resources and machine availability.

Castellanos says, “Genie® Lift Connect is a real advantage for us and for our customers. It’s flexible and simple to use and, in addition to promoting best practises, has increased the efficiency of the way we manage our fleet, saving time and money.”

He concludes, “During the Covid-19 lockdown earlier this year, we realized the benefits of the system’s tracking and remote diagnostics abilities that significantly reduced down time and unnecessary service visits, as well as avoiding theft!”

For more information about Genie products and services, visit: <https://www.genielift.com>

Three photos



Soos Maquinaria receives delivery of its new hybrid Genie Z-45 FE boom lift.

(L to R) Antonio Calvo, COO, Soos Maquinaria - Pedro García, Regional Sales Manager, Terex AWP, Spain and Portugal - Oscar Castellanos, CEO, Soos Maquinaria.



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About Soos Maquinaria

Founded in 2011, Galicia-based Soos Maquinaria counts 30 members of staff and specialises in the rental of mobile elevating work platforms, telehandlers, forklifts and truck mounted boom lifts. More information about Soos Maquinaria is available on its website: www.soosmaquinaria.com*

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.