



For Immediate Release

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GENIE STRENGTHENS ITS PRESENCE IN MOROCCO WITH NEW AUTHORISED NATIONWIDE DISTRIBUTOR

As of 1st January 2021, Hydraumac will officially become an Authorised Genie® Distributor for Morocco

Chartres, France (7th January 2021) - Founded in 2001 and based in Bouskoura, Morocco, Hydraumac is an exclusive importer and distributor of world-renowned brands in the construction, mining, quarrying, energy, agriculture and materials handling sectors. Supplying a wide range of high quality machinery to the most important companies in these lines of activity all over the world, Hydraumac is an essential partner in terms of equipment reliability and service.

Hydraumac's strong local reputation, international presence and in-depth knowledge of the Moroccan market — in particular the aerial access sector — will help strengthen the Genie presence in Morocco. Additionally, Hydraumac and Genie share common values, including a commitment to high quality service.

Judith Henri, Genie Marketing Manager EMEAR (Europe, Middle East, Africa, Russia), Terex AWP, says: "Aiming for the best possible partner, we were looking for a company with a solid financial background, a good understanding of marketing strategy and the different demands and standards of a market leading manufacturer, backed by testimonials of satisfaction from Genie partners in Morocco."

She continues: "Hydraumac proved to be an ideal partner, which resulted in its nomination as Authorised Genie® Distributor in Morocco beginning January 1st, 2021. As such, the company will distribute all Genie product ranges throughout the country and provide after-sales service. It will also enable us to benefit from a proactive approach to prospects on the Moroccan market through new contacts and future sales, particularly for our man lift and material lift ranges."

Reputed as professionals in the market, Silvio Rocha, Managing Director, Hydraumac, and Belkacem Bouhmedi, its Business Development Manager, have a clear vision of their company's expansion and partnership with Genie: "We want to develop a handling business unit focused on telehandlers and aerial work platforms. In addition, our excellent market knowledge and strong local presence will enable Genie to develop its relationship with end-users, as well as offering a bonus in terms of brand awareness and business development for both parties."

Henri concludes: "We are delighted with this new partnership which ticks all the right boxes. In addition to the pragmatic analysis of the data, there is a good feeling between us which can only lead to the pleasure of working and sharing our success together in the Moroccan market."

About Hydraumac

Founded in 2001, Hydraumac is an exclusive importer and distributor of world leading brands in the Construction, Mining, Quarrying, Energy, Agriculture and Materials Handling sectors, supplying a wide range of high quality machinery to the most important construction, public works, mining and quarrying companies, public and semi-public bodies, farmers and industries on an international scale.

Hydraumac also stands out for its after-sales service, which works tirelessly to provide advice and support that meets international standards. The company has a 2,500 m² workshop and backed by 10 mobile workshops in the form of service vehicles designed to intervene as quickly as possible throughout Morocco. The company also offers a 700 m² showroom and a shop listing more than 13,000 references in stock.

For more information about Hydraumac, visit: <https://www.hydraumac.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.