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FIRST GENIE® S®-60 J BOOM LIFT IN EUROPE DELIVERED TO STEFFEN BRAUER, GERMANY

Machine chosen for its high ROI, rentability, flexible transport possibilities & right-sized machine specs

Eisenberg, Germany (4th May 2021) – Rental company Brauer Arbeitsbühnen GmbH (Steffen Brauer), based Eisenberg, Thuringia, Germany, has received the first Genie® S®-60 J boom lift in Europe. Steffen Brauer deliberately chose the Genie J series because it delivers both quality and value and complements the other lifts in the company's fleet which includes around 90 mobile elevating work platforms (MEWPs).

The Genie S-60 J boom lift, which has a working height of 20,5 m (66 ft 10 in), is ideally suited to deliver performance and productivity in a variety of typical work-at-height applications. With an initial investment cost that compares favourably to rental rates, it also gives the Steffen Brauer team the ability to match the right equipment to their customer's job while getting a good rental return for their business. This ability to optimise their profitability was a crucial factor in Steffen Brauer's purchase of the S-60 J telescopic boom lift.

"The purchase price of the Genie S-60 J boom lift is interesting in relation to the rental rate and we therefore assume a good rental return. Considering the initial investment costs it can be rented out sometimes also as a 16 m (52 ft) telescopic boom. Furthermore, we thought about choosing a lift that is tailored to the rental business and reduces complexity without sacrificing performance to complete our rental fleet as a perfect fit," says Steffen Brauer, business owner. He explains that the S-60 J was that "perfect fit" because it delivers the performance, features and capabilities to meet many of his customers' needs without adding on things they don't need. "What good is a boom with an even higher working height or other features if the customer doesn't demand or need them, and it just stands around the rental yard?"

With eight team members, Steffen Brauer is a relatively small but rapidly growing rental company. As a result, adding a flexible machine that could meet the needs of different types of jobsites was important. The versatility of the S-60 J lift meant that it was out on rent soon after its delivery. An existing customer deliberately selected the lift for use building the façade of a new office building in Jena at Intershop AG for three months. He was very content with the machine.

Brauer says he sees further uses for the lift by customers for example for general construction and steel construction projects, as well as a number of other applications.

Not only is the S-60 J lift cost effective and versatile, it also features a best-in-class weight, making it easier to transport. This was another factor that led Steffen Brauer to add the lift to its fleet.

"The more flexible transport options also were important in our decision to add the S-60 J to our fleet," Brauer says. "We were looking for a boom that could be easily transported on our own 3-axle platform vehicle with a weight of 7.550 kg (16,650 lb) and right-sized design. Other booms with 22 m (72 ft) working height and a weight higher than 10.000 kg (22,000 lb) require a larger four-axle transport vehicle."

Brauer continues: "The S-60 J boom lift is right-sized for our customers, when you consider the total weight compared to the horizontal reach of 12.3 m (40 ft 6 in). Especially crucial for us was the 300 kg (660 lb) platform capacity, which is really demanded by our customers, especially as users are getting bigger and heavier. At 2.44 m (8 ft), the platform has also a good size. Its three entry points — especially with the side swing gate — make it easy to get in. The machine is suitable for a number of typical work-at-height jobs, and customers are satisfied with the performance."

The S-60 J boom lift's Genie oscillating axle system for rough terrain applications and right-sized Kubota D1105 diesel engine (EU Stage V) 24.8 hp (18.5 kw) offered additional benefits. The rough-terrain performance delivers optimum flexibility to meet the needs of nearly every jobsite, and a smaller sensible engine requires minimal maintenance and no advanced emissions exhaust control, which lowers the total cost of ownership.

A long-time Genie customer, Steffen Brauer purchased its first Genie lifts — a Genie Z-45/22 DC and a Z-45/22 4WD — in 1990. The company's fleet now features many Genie booms, as well as Genie electric scissor lifts.

"After testing some other manufacturers' products, we have now come back to Genie. The cooperation with sales and ordering spare parts online work perfectly," Brauer says.

Steffen Brauer offers the machine deliberately and proactively. Where customers previously only used 16 m machines, they now have access to 20 m, which customers appreciate after their first trial.

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

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Photo:

Mr. Steffen Brauer, Managing Director on the left and Mr. Philipp Obst, Junior Manager on the right in front of the Genie S-60 J boom lift, which has just returned from a quarterly job in impeccable condition.

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About the Brauer Group

In February 1990, master electrician Steffen Brauer founded a private company. As an electrical installation company, its business purpose was, especially the repair, maintenance and new installation of street lighting systems. For this purpose, a truck-mounted working platform was purchased in 1991 and, due to the size of the investment, the company also considered renting it out and setting up a further business division. This is how Brauer Arbeitsbühnen GmbH was founded in 1992. In 1996, the "Electrical" division was transformed into Elektro Brauer GmbH. Both companies still exist to this day. A total of 12 employees take care of the needs of the customers at the locations in Thuringia, Eisenberg, Jena-Maua and at the Erfurt Kreuz. Please find more information on: www.brauergruppe.de/ (in German).

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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, on LinkedIn www.linkedin.com/company/terex and on Facebook www.facebook.com/TerexCorporation.