



**FOR IMMEDIATE RELEASE**

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**GENIE® ANNOUNCES VIRTUAL EVENT ON 30<sup>TH</sup> MARCH**

*The show is dedicated to customers in Europe, the Middle East, Africa and India*

**Rosendaal, The Netherlands (11<sup>th</sup> March, 2021)** – At 10.30 AM (CET) on March 30<sup>th</sup>, customers and industry professionals in Europe, the Middle East, Africa and India will have an opportunity to experience the latest in Genie® product news and updates live, from the convenience of their own home or office.

Genie Virtual Show attendees will:

- Learn how the latest Genie innovations in Z® articulated boom lifts, S® telescopic booms lifts and GS™ E-Drive scissor lifts deliver greater efficiency and lower the total cost of ownership;
- Hear more from the experts on how Genie Genuine Parts can enhance safety, improve efficiency, and increase jobsite productivity; and
- Get the chance to interact with the Genie Sales, Parts and Marketing Teams for a live Q&A session.

Products that will be featured include Genie J, XC™ and FE boom lifts, as well as the new Genie E-Drive scissor lifts.

Additionally, attendees will have a chance to win exclusive Genie prizes — Live!

The event will be held in English only. Registrations are open [here](#).

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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](http://www.Terex.com), on LinkedIn [www.linkedin.com/company/terex](http://www.linkedin.com/company/terex) and on Facebook [www.facebook.com/TerexCorporation](http://www.facebook.com/TerexCorporation).