



FOR IMMEDIATE RELEASE

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**GENIE APPOINTS NEW TEAM MEMBERS
TO STRENGTHEN ITS SALES ORGANISATION
IN THE SOUTH OF EUROPE**

Roosendaal, The Netherlands (22nd March 2022) – We are pleased to announce that François de Potter has joined Genie as the Territory Sales Manager covering the North-East and the South-East of France. François's focus is supporting rental customers and further developing the Genie® Authorized Distributors network in his allocated territory. Based in Mallemort, France, he reports to Christophe Rousseau, Genie Sales Director for Terex AWP for Southern Europe, North & West Africa. Prior to joining Genie, François successfully led the development of distribution networks in the automotive and marine industries.

Additionally, we are pleased to introduce Alessandro Ghietti, Genie Territory Sales Manager for Northern Italy. Alessandro reports to Marco Corradi, Regional Sales Manager for Italy, Cyprus, Malta and West Africa. Alessandro is helping ensure we are continuing to deliver a quality experience for Genie customers across his territory.

"François and Alessandro are proving to be excellent resources for our customers in the South of Europe. I have no doubt that they will keep strengthening our partnership with loyal Genie customers as they continue to focus on superior customer responsiveness, and developing new business opportunities," commented Christophe Rousseau, Genie Sales Director for Terex AWP for Southern Europe, North & West Africa.

Photos



François de Potter
Genie Territory Sales Manager, North-East and South-East of France



Alessandro Ghietti
Genie Territory Sales Manager, North of Italy

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About Genie

Since 1966, Genie has been the leading name in the aerials industry. With offices, team members and manufacturing facilities around the globe, Genie lifts and telehandlers can be found enhancing safety and improving productivity on jobsites worldwide. Genie's ongoing leadership in aerial lifts and material handlers is built on our ability to consistently deliver superior quality for our customers. At Genie, we achieve this **quality** not by chance, but **by design**. For more information on Genie products and services, visit www.genielift.com.

About Terex

Terex Corporation is a global manufacturer of aerial work platforms and materials processing machinery. The Company designs, builds, and supports products used in construction, maintenance, manufacturing, energy, minerals and materials management applications. The Company's products are manufactured in North and South America, Europe, Australia, and Asia and sold worldwide. The Company engages with customers through all stages of the product life cycle, from initial specification and financing to parts and service support. More information about Terex is available on its website: www.Terex.com