



## FOR IMMEDIATE RELEASE

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### **GENIE® Z®-45 FE BOOMS HELP METALOC STRENGTHEN ITS FLEET TO RESPOND TO GROWING DEMAND FOR GREEN PLATFORMS**

***Genie® hybrid aerial booms are part of a green rental strategy supporting the new requirements of customers on large construction sites***

**Chartres, France (March 29th, 2022)** — A regular customer of Genie® Authorised Distributor SNM LIFT, rental company METALOC, based in St-Ouen-l'Aumône (Paris region), has nationwide coverage close to the largest cities in the Paris region and the west coast of France. An increasing demand for environment-friendly platforms and a pragmatic vision of the market led METALOC — currently the only rental company in France with a 100% hybrid and electric fleet — to take delivery of 12 Genie® Z® -45 FE hybrid articulated boom lifts.

### **EMBRACING ELECTRIFICATION**

METALOC aims to strengthen its presence in the Île-de-France region (the region surrounding Paris) by offering an electric or hybrid machine for all of its customers' requests, particularly for the ongoing Greater Paris Project or the upcoming 2024 Olympic Games.

This commitment aligns with trends that METALOC is seeing in its market. In the face of the ecological crisis, its customer base of more than 2,500 companies is showing increasing demand for green machines — a stable and promising market, according to the company. To date, METALOC has 111 Genie electric or hybrid machines.

### **Genie Z-45 FE Hybrid Booms Offer Benefits for Rental Customers**

METALOC's decision to add Genie FE booms comes with the benefits Genie FE hybrid booms offer its customers, including:

- Greater operator comfort and less impact on the environment. More than 80% of the time, METALOC's customers operate in electric mode.
- The ability to work a full day without recharging for complete on-site autonomy.
- A “no compromises” hybrid solution that allows indoor and outdoor work to be carried out on the same site, reducing transport costs and carbon footprint without sacrificing performance.
- Ease of use with automatic battery-charging management.
- Off-road performance superior to that of a combustion model thanks to 4 sealed AC drive motors.

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## PHOTO

Left, Fabien TUDURI, Sales Manager SNM Lift – boom lifts.

Right, Metin OZTURK, Owner METALOC.

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### About SNM LIFT

SNM LIFT is an authorised Genie® distributor specialising in aerial work platforms and forklift trucks. SNM Lift offers the sale, long-term rental, maintenance and supply of spare parts for lifting equipment of recognised brands such as Genie. With its teams of technicians located near Nantes, Paris and Bordeaux, SNM Lift ensures the distribution of equipment dedicated to working at height throughout the Atlantic coast (West) and the Ile de France (Paris Region). SNM Lift offers new and used aerial work platforms to professionals, with a full advisory and maintenance service.

### About Genie

Since 1966, Genie has been the leading name in the aeriels 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](http://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](http://www.Terex.com) .