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GENIE® STRENGTHENS ITS NETWORK OF AUTHORISED DISTRIBUTORS IN FRANCE WITH THE RECENT APPOINTMENT OF MS42

The company now distributes Genie® GS™ scissor lifts, Genie Z® articulating boom lifts and Genie S® telescopic booms

Chartres, France (April 14th 2022) - Based in the Auvergne-Rhône-Alpes region of France, MS42 has recently been appointed Genie® Authorised Distributor. The company sells Genie GS™ scissor lifts, Genie Z® articulating boom lifts and Genie S® telescopic boom lifts throughout its region.

Customer needs at the heart its staffs' concerns

"The general spirit of MS42 is to be a reactive SME (Small, Medium-sized Enterprise), available and close to its customers," says Jérémy Blein, co-owner of the company. He adds: "All our employees are constantly listening to our customers to respond to their specific expectations and needs. It's only by gaining our customers trust that we can ensure the sustainability and success of our business."

A well-distributed customer base for aerial work platforms with evolving expectations

MS42's main customers are SMEs in industry, construction and handling. This also includes public institutions, such as town halls, as well as independent rental companies, independent supermarkets and local authorities. As Jérémy Blein points out, customers are increasingly attracted by non-polluting, energy-efficient machines with longer warranties.

A partnership with Genie based on quality at all levels

"Our company aims to sign exclusive distribution contracts with premium brands. We have always been aware of the commitment that this implies on our behalf in terms of the quality that our team offers (quality of after-sales service, responsiveness of our sales team, ongoing training, focus on worksite safety), but also the quality of the relationship and trust that we maintain with the manufacturer. To put it frankly, the quality of the Genie range, as well as its complete and balanced offer, works out to be ideal in meeting the vast majority of our needs."

PHOTO

(Left) Jérémy Blein, co-owner MS42. (Right) François de Potter, Genie Territory Sales Manager for the North-East and South-East of France.



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About MS42

Based in the Auvergne-Rhône-Alpes, MS42 was founded in 1998. Specialized in the sales and repair of handling, construction and industrial equipment, the company operates in five regions and employs seven members of staff. With a sales office in Andrezieux and a workshop in La Roche Blanche, the support of other authorised agents allows the company to offer a balanced coverage within its territory as well as further reaching areas such as Aurillac and L'Allier. For more information on MS42, please visit <https://www.ms42.fr/>.

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