



FOR IMMEDIATE RELEASE

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GENIE ANNOUNCES ORGANIZATIONAL CHANGES FOR CUSTOMER SUPPORT IN ITALY

Sales, service, parts, and training available from local Genie® team members

Umbertide, Italy (May 8, 2023) - Genie announces an organizational change for customer support in Italy beginning May 2, 2023, at the conclusion of a long-time distribution agreement with CTE Spa. Genie® sales, parts, service and training will be led by an all-Italian team on the ground and supported by Will Westley, Vice President of Sales and Sales Support for EMEARI.

"Our team will be available to respond directly to customers' needs with the level of professionalism, competence, and quality expected of the Genie brand," said Westley. "The goal is to speed up the supply of Genie Genuine Spare Parts and reduce customer downtime on site," he said. "And not only that, Genie products sold directly by the team will be shipped to customers from the Umbertide site or the European Distribution Centre in Roosendaal, the Netherlands, after passing pre-delivery inspections and tests."

The Genie sales team in Italy includes Marco Corradi, Sales and Support Manager, and Alessandro Ghietti, Territory Sales Manager for the North, who is responsible for selling Genie products to small and medium-sized rental companies and strategic customers in his area.

Technical Services Manager Elena Bircolotti will continue to lead the Italian Service Team who in turn will work with our network of authorized service providers (ASP) across the territory. Customers who need service and support on Genie machines purchased from CTE Spa can contact Italian Service Team who will be more than happy to offer an exemplary level of support.

Andrea Araneo, who is based in the Netherlands, Customer Service Representative, can answer questions related to sustainable development, management and administrative aspects for Genie products.

Also included in the Italian team are Corrado Gentile, Senior Regional Product Manager for EMEARI, and Simone Mancini, Application Engineer for Booms, who are based in Umbertide. Corrado and Simone play a fundamental role in listening to customers' needs and ensuring Genie machines meet the needs of our customers and equipment operators now, and into the future. Matteo Grassi, Financial Services Business Partner, based in Fontanafredda, Italy, supports the sales team with financial offerings for customers.

And finally, the Parts role is now managed by Pierluigi Corradi, Regional Parts Manager, based in Umbertide, who will provide support related to spare parts inquiries to Italian customers.

"CTE SPA will remain linked in the history to our brand in Italy," Westley said, "and we can only thank CTE for their commitment in supporting the Italian Market and we wish them well in their future endeavors."

For more information please visit www.genielift.com/it

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Photo (from left to right): Corrado Gentile, Senior Regional Product Manager for EMEARI; Alessandro Ghietti, Territory Sales Manager for the North; Marco Corradi, Sales and Support Manager and Andrea Araneo, Customer Service Representative

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.