



## FOR IMMEDIATE RELEASE

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### **GENIE® CERTIFIED PRE-OWNED PROGRAM LAUNCHES IN NORTH AMERICA** *Used and reconditioned Genie equipment backed by manufacturer's warranty*

REDMOND, WA (February 19, 2018) – Responding to North American rental companies' need to better manage mixed fleets in order to maximize their business's rental return on invested capital (rROIC), the new Genie® Certified Pre-Owned Program\* extends opportunities with the machines already in service. Genie Certified Used Equipment, for sale on the [Genie used equipment website](#), is now available with a limited 24-month manufacturer's warranty. Genie Certified Reconditioned Equipment comes with a limited 36-month warranty on all components reconditioned by Genie, a 36-month/3,000-hr powertrain warranty on DEUTZ Xchange remanufactured engines and a 1-year powertrain warranty on all other engine brands.

"The Genie Certified Pre-Owned Program extends the value of our customers' Genie aerial fleet throughout the life of the equipment," says Bob Bartley, Genie Senior Director of Product Support and Reconditioning, Terex AWP. "This program enables them to economically maintain a blended fleet of older and new equipment to meet the changing demands of their customers. It's a smart, cost-effective fleet management solution."

When purchasing Genie Certified Used Equipment, customers will receive a multi-point inspection report that details out the current condition of the machine. The multi-point inspection report includes an in-depth structural assessment, full function test results, a guarantee that the machine meets and/or passes the annual inspection criteria, a list of items that have been replaced on the machine and up to eight images of the machine. "Buying used equipment can be a smart way to reduce investment cost and increase profit margins," says Bartley. "It can also be a way to take advantage of lower equipment costs when tailoring a rental fleet to meet the immediate needs of the market, which may include some specialized machines that were previously unaffordable."

Genie Certified Reconditioned Equipment offers the opportunity for current Genie customers to lengthen the lifecycle of an aging asset or to improve the reliability of a unit already in their fleet. It also opens up opportunities in the market for customers to purchase equipment from Genie at a lower investment cost than buying new. With Genie Certified Reconditioned Equipment, each machine is thoroughly inspected to determine the services needed; then, components are repaired, rebuilt or replaced to original machine specifications, as required. This process includes everything from the hydraulic, mechanical and electrical systems, engine components, decals and manuals. It also includes warranty work and updates issued in product bulletins and safety recalls, as well as an annual inspection completed to the manufacturer's recommended guidelines for the specific unit.

"Fleet reconditioning offers many benefits to our rental customers' businesses," says Bartley. "With a reconditioned machine, rental store owners can expect to get five more years of reliable and efficient operation from a unit they already own. And, Genie offers a full-service reconditioning solution, including warranty work, conversions, parts and general repairs, which translates to a high rROIC for their businesses."

Bartley finishes: "The Genie Certified Pre-Owned program will increase the residual values of Genie equipment in the market over time, giving our customers an advantage when trading in, purchasing or reconditioning equipment. Combined with our new equipment programs, the Genie Certified Pre-Owned program will help customers realize a higher rROIC over the entire lifecycle of their Genie aerial rental fleet."

*\*This program is only available in North America.*

For more information about Genie, visit: [www.genielift.com](http://www.genielift.com).

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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, Powerscreen and Demag. 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), and on its LinkedIn page — [www.linkedin.com/company/terex](http://www.linkedin.com/company/terex) and Facebook page — [www.facebook.com/TerexCorporation](http://www.facebook.com/TerexCorporation).