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GENIE EXPANDS ITS USED EQUIPMENT TEAM IN NORTH AMERICA
Positioned to support market demand

REDMOND, WA (November 13, 2018) – Anticipating an increase demand for used aerial equipment in North America, Genie has expanded its used equipment team to support customers’ needs and market growth. Lead by Mitch Ely, Genie Director of North American Services, Terex AWP, the team includes Kevin Spencer, Marcy Lemin and Scott Sensenbrenner in the field and is supported by a dedicated used equipment inside sales team at the factory.

“Used equipment is critical to the growth and sustainability of the aerial market, and we are forecasting increased trade cycles in North America over the next few years. In preparation for this uptick in business, we have expanded and restructured our North American used equipment team to best support our customers and respond to the market’s demand,” says Ely.

Ely joined Terex AWP in 1998 and played a key role in the expansion of the Genie brand into the Asia Pacific region, specifically the Australian market. Ely relocated to North America in 2017 to lead the development and implementation of the Genie® Certified Pre-Owned program, launched earlier in 2018. This program includes Certified Used Equipment and Certified Reconditioned Equipment, which is sold and supported by his new used equipment team.

Spencer oversees the North American team’s daily activities as the Genie Manager, Used Equipment Americas, Terex AWP. In this role, Spencer is also responsible for delivering on the team’s strategic plans, managing relationships with auction and partner yard and managing business with National Account customers. Spencer has more than 22 years’ experience in the aerial industry.

Marcy Lemin is the Genie Used Equipment Territory Sales Representative for the East Coast, Terex AWP. In this role, she supports all sales and trade package activities within her territory. Lemin has more than a decade of experience in sales, aftermarket, production and operational support.

Scott Sensenbrenner is the Genie Used Equipment Territory Sales Representative for the West Coast, Terex AWP. In this position, he supports all sales and trade package activities for the West Coast. Sensenbrenner has nearly 20 years of working experience within Terex AWP, serving in various roles including new equipment sales.

“For our customers, buying used equipment can be a smart way to reduce investment cost and increase profit margins,” adds Ely. “It can also be a way to take advantage of lower equipment costs when tailoring a rental fleet to match market conditions. Expanding our used equipment team in North America positions us to respond and meet the needs of our customers.”

For more information about Genie, visit: 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, and on its LinkedIn page -- www.linkedin.com/company/terex and Facebook page -- www.facebook.com/TerexCorporation.