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GENIE® “ASK ME ANYTHING” EVENT TO ADDRESS PRACTICAL INNOVATIONS

This event will give customers an opportunity to ask Genie questions about customer-focused product innovations and how this mindset directly benefits them.

REDMOND, WA (May 31, 2018) – Genie invites customers to ask questions and get answers about practical innovations for the aerial and rental markets, during its upcoming “Ask Me Anything” (AMA) event, June 4-8, 2018. On Monday, June 4th, Genie will post an AMA prompt on the [Genie® Aerial Pros AMA Event](#) page, as well as will be shared on social media simultaneously, to garner questions. The post will stay open, or “live,” for questions and comments through June 8th. The goal of this sixth Genie AMA event is to give customers an opportunity to ask Genie questions about its customer-focused product innovations and how this mindset directly benefits them.

“Work always has to be done in the air, such as putting ventilation ducts in place, installing HVAC systems, painting ceilings or roofs, mounting electrical boxes, welding structures or trimming trees,” says Adam Hailey, Genie Director of Product Management, Terex AWP. “No matter what decade — 50 years ago or today — a contractor looks at the job at hand and says, ‘So, how do we do that?’ because they know the job has to get done. Customers’ needs have always driven our company’s product innovations — and that process never ends. It is in every new product that we develop.”

According to Hailey, in the last 50 years, Genie has gone above and beyond in its product development efforts, focusing on what customers need to be successful in their industries and applications — Genie innovations are changing the market and setting the industry standard for quality, reliability and safety in aerial lift equipment.

Ahead of this event, Genie encourages customers and key stakeholders to gain preliminary information on this topic through a video presentation, which can be accessed through the [Genie AMA Event Presentation](#). Additional information and resources can be found at aerialpros.genielift.com.

Once questions are posted and reviewed, Genie will post responses from its team members, including engineering and safety experts, to the questions in a timely manner. Customers wishing to participate in the AMA event, or simply to follow the questions and responses, can access the Genie Aerial Pros website in a variety of ways, including the dedicated website aerialpros.genielift.com, as well as via www.genielift.com and through the company's social media pages: [Facebook](#) (GenieLift), [Twitter](#) (@GenieLift), [LinkedIn](#) (Genie Industries) and Instagram (@genie_lift).

“Genie products do more than just change how the job is done — they can change the job,” says Chad Hislop, Genie Director of Engineering, Terex AWP. “We focus on developing equipment specs that are both functional and appropriate for what the customer requires. We take the feedback from these hands-on, real-world applications and make sure the machines are truly designed to work as we intended.”

According to Hislop, this is a testament to how Genie runs its product development projects. He adds, “We work with our customers to make sure we are delivering a successful product, ultimately leading to the success of not just our own business but our customers’ business too.”

For more information Genie products and services, 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.