



## FOR IMMEDIATE RELEASE

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### **GENIE® “ASK ME ANYTHING” EVENT TO ADDRESS QUESTIONS ABOUT CERTIFIED PRE-OWNED EQUIPMENT**

*Ask Genie questions about how to better manage mixed aerial equipment fleets.*

REDMOND, WA (September 10, 2018) – Genie invites customers to ask questions and get answers about certified pre-owned equipment during its upcoming “Ask Me Anything” (AMA) event, September 17-21, 2018. On Monday, September 17th, a prompt will be posted 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 Friday, September 21st. The goal of this seventh Genie AMA event is to give customers an opportunity to ask Genie questions about how to better manage mixed fleets in order to maximize their business’s rental return on invested capital (rROIC).

“This event will focus on giving customers details how owning and operating certified pre-owned equipment benefits their business,” says Mitch Ely, Genie Director of North American Services, Terex AWP. “In North America, we recently announced our new Genie® Certified Pre-Owned Program, offering our customers an innovative way to economically maintain a blended fleet of older and new equipment to meet the changing demands of their rental customers.”

“By providing factory-approved used equipment at a percentage of the original equipment cost, Genie is able to improve your return on invested capital, as well as to drive the residual values of Genie equipment fleet up. It’s a smart, cost-effective fleet management solution,” adds Ely.

According to Ely, there are two key elements of the Genie Certified Pre-Owned Program: Genie Certified Reconditioned Equipment and Genie Certified Used Equipment.

- Genie Certified Recondition Equipment is 6-11 years of age and have been reconditioned to original machine specifications at one of our three certification centers in the United States. These units come with a limited 36-month warranty on all components reconditioned by Genie.

- Genie Certified Used Equipment is 3-6 years of age and have undergone a full annual inspection, safety checks and minor cosmetic improvements. These products are sold with a limited 24-month warranty.

Combined with new equipment programs, certified pre-owned programs will help customers realize a higher rROIC over the entire lifecycle of their aerial rental fleets. To highlight these benefits, this next Genie AMA event will explain to customers how they can take advantage of expanded equipment opportunities when trading in, purchasing or reconditioning 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](http://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. 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](http://aerialpros.genielift.com), as well as via [www.genielift.com](http://www.genielift.com) and through the company's social media pages: [Facebook](#) (GenieLift), [Twitter](#) (@GenieLift), [LinkedIn](#) (Genie Industries) and [Instagram](#) (@genie\_lift).

For more information on Genie products and services, 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).