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GENIE® “ASK ME ANYTHING” EVENT TO ADDRESS THE IMPACT OF PARTS ON RENTAL BUSINESSES

Ask Genie questions about how OEM parts drive business value for customers.

REDMOND, WA (November 29, 2018) – Genie invites customers to ask questions and get answers about how original equipment manufacturer (OEM) parts can drive business value for customers during its upcoming “Ask Me Anything” (AMA) event, December 3-7, 2018. On Monday, December 3rd, 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, December 7th. The goal of this eighth Genie AMA event is to give customers an opportunity to ask Genie questions about how parts can influence rental store revenue opportunities and increase the rental return on invested capital (rROIC) of rental fleets.

“When an aerial lift in a rental fleet is in the shop, there is a lot of pressure to get it back in the field as quickly as possible,” says Ryan Lusso, Genie Senior Director of Global Parts, Terex AWP. “By stocking parts, rental companies have an opportunity to get ahead of the competition and secure lasting, profitable relationships with their customers. Having the right parts available can mean the difference between having a machine back up and running properly in a matter of hours instead of days.”

According to Lusso, replacement components costs are individually small, but their impact on rental uptime is unquestionable. While many parts are created similar, OEM parts, such as Genie Genuine Parts, are engineered and designed to extend the life of rental fleet equipment. For example, Genie Genuine Parts undergo testing on long-term durability and reliability, which helps rental customers maintain the equipment resale value and warranty on Genie mobile elevated work platforms (MEWPs).

“Using OEM parts will provide the best value over the life of an aerial lift and fit right every time, maintaining a fleets’ factory specifications and performance,” adds Lusso. “OEM parts can also net a higher return on investment through more uptime and reliability, as well as reduce the time it takes to make repairs because rental stores are using certified parts — this minimizes the downtime of

maintenance and repair, and it is one of the best ways to keep aerial fleets out on rent and making money.”

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. 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).

For more information on 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.