



## FOR IMMEDIATE RELEASE

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### **GENIE REDEFINES THE DIGITAL CUSTOMER EXPERIENCE**

*GenieLift.com, Genie® used equipment, Genie Lift Pro™ Operator Training and Genie Tech Pro™ Service Training sites receive a makeover.*

REDMOND, WA (January 16, 2017) – Redesigned to provide customers easy access to information, Genie, a Terex brand, redefines the digital customer experience with the relaunch of its online properties, including [GenieLift.com](http://GenieLift.com), [Genie® used equipment](http://Genie® used equipment), as well as the [Genie Lift Pro™ Operator Training and Genie Tech Pro™ Service Training](http://Genie Lift Pro™ Operator Training and Genie Tech Pro™ Service Training) sites, in North America. All four sites have been updated with content relevant to the most current global industry standards, new product and service offerings, as well as new features, including consolidated navigation and product filtering capabilities. The responsive sites are designed to enhance customers' experience with the Genie brand online.

"The face of sales and marketing is changing," says Aron Sweeney, Genie Senior Marketing Manager – Digital, Terex AWP, "customers are doing more business online, from researching and planning to purchasing and training. Refreshing our current sites to offer a modern, contemporary digital experience enables us to stay more closely connected with customers online — getting them what they need to know, when they need to know it."

The redesigned [GenieLift.com](http://GenieLift.com) site presents visitors an improved user interface with consolidated navigation, faster access to core production information and product filtering capabilities. This site also features an increase in content, including videos, photos and articles, on Genie products and services. "This content is available to help customers select the right Genie equipment or service to meet their specific need," says Sweeney. "Customers will also benefit from the site's product comparison capabilities and improved responsiveness to web inquiries."

The revamped [Genie used equipment](http://Genie used equipment) site is built on an interactive platform with enhanced functionalities, including increased searchability, exporting capabilities, real-time access to current inventory, a "request a quote" button and chatter, a feature that allows visitors to message Genie about equipment. Each listing includes up to eight images of the machine, as well as a full inspection report that details out the current

condition of the machine, including a structural assessment, function test results, a guarantee that the machine meets and/or passes the annual inspection criteria and a list of items that have been replaced on the machine. If a quote has been accepted on machine listed on [Genie used equipment](#), the equipment listing will reflect “pending sale” or “hold” to immediately notify visitors of the machine’s availability. Machines that have been sold are removed from the site to reduce confusion regarding current machine inventory.

The [Genie Lift Pro™ Operator Training and Genie Tech Pro™ Service Training](#) sites have been updated to a modern learning management system, allowing for expanded content offerings. For example, the sites now include information and training on important changes in the pending ANSI A92 (United States) and approved CSA B354 (Canada) standards in North America, including safe-use planning and new training requirements for supervisors and occupants, as well as maintenance and repair personnel. The improved sites also have e-commerce capabilities, allowing visitors to purchase training courses online.

According to Sweeney, all of the updated sites also boast a responsive design that adapts each web page’s layout to the visitor’s specific viewing environment. All pages can be easily viewed from a desktop or mobile device, including Android and iOS smartphones and tablets — the web pages will automatically adjust to the device’s screen size, making content easy to read and instantly accessible.

The suite of redesigned Genie sites is currently only available in North America. The regional [GenieLift.com](#) sites\*, which includes Australia, Asia-Pacific, China and EMEAR (Europe, Middle East, Africa and Russia), will be updated in Q1, 2018.

*\*The Genie used equipment site and the Genie Lift Pro Operator Training site are online properties only available to customers in North America. The Genie Tech Pro Service Training site is only available to customers in North America and EMEAR.*

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).