



**FOR IMMEDIATE RELEASE**

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**TEREX AWP ANNOUNCES CHANGES TO ITS AFTERMARKET PARTS TEAM IN NORTH AMERICA**  
*Strategically aligned to meet customers' needs*

REDMOND, WA (September 6, 2018) – The Terex AWP aftermarket parts team in North America has been strategically aligned to meet customers' needs and serve the market demands for Genie® Genuine Parts. Under the leadership of Matt Treadwell, Genie Vice President of Parts & Services, the Terex AWP aftermarket parts organization, supporting the Genie brand, will continue to focus on customer uptime, increased urgency and improved processes to ensure parts availability, as well as expedited service support and diagnostics.

To support these initiatives, Ryan Lusso has been appointed to the new position of Senior Director of Terex AWP Global Parts, supporting the Genie brand, effective July 1, 2018. Lusso has been with Terex AWP since 2010. In his new role, Lusso will be responsible for formulating commercial strategies that measurably improve the business's market position, drive differentiated customer experiences and achieve growth for the Terex AWP parts team worldwide.

Beau Anderson has been appointed to the position of Genie Director, Parts Pricing and Engineering, Terex AWP. In this role, Anderson will lead the business's dynamic pricing team and dedicated parts engineering team. He will be accountable for meeting customer satisfaction by staying market-relevant on parts price and delivering solutions to satisfy customer parts demands. Anderson has more than 20 years' experience at Terex AWP within multiple functions of the Genie brand, ranging from engineering to aftermarket.

Brian Drastal has been promoted to Genie National Parts Director, Terex AWP. In this role, Drastal will lead the Terex AWP outside regional parts manager team with a focus on the parts customer relationship and experience. Drastal has been with Terex AWP for five years and has more than 25 years of sales and leadership experience.

Reporting to Drastal are regional parts managers Joe Anthony, Lance Cuttell, Scott Girolamo, Steve De La Torre and Bob Sartini.

Anthony joins Terex AWP with a diverse background of outside sales ranging from event tickets to fasteners. He comes to the business after spending nearly five years in outside sales in the rental industry. Anthony will be responsible for the northeast region of the U.S. and eastern Canada.

Cuttell has more than 20 years' experience with Terex AWP in a variety of roles, ranging from production specialist to inside sales. For the past 10 years, Cuttell has been a part of the Terex AWP customer service team, leading customer service and interfacing with our customers. He will be responsible for the northwest region of the U.S. and western Canada.

Girolamo joins the parts team from the Terex AWP sales team. He has more than 20 years of sales experience within the aerial industry, and he will be responsible for the central region of the U.S. and Canada.

De La Torre brings an extensive background in business development and sales to his new role on the Terex AWP parts team. He is a certified aerial lift trainer and has worked in the rental industry for 12 years. He will be responsible for the southeast region of the U.S.

Long-time industry veteran and Terex AWP team member, Bob Sartini retired on August 31, 2018. Sartini began his career with Genie in 1985 in research and development before becoming the business's original outside parts sales team member. Over the course of his career with Terex AWP, Sartini helped lay the solid foundation that the next generation North American parts team will build on. "We wish Bob the best and are thankful for his years of dedicated service — his shoes will be hard to fill," says Treadwell.

Treadwell finishes: "These changes to our North American aftermarket parts team show our dedicated focus on parts and services to drive greater value for Genie Genuine Parts, creating the foundation for greater customer satisfaction and sustained revenue growth. As we continue to strategically align ourselves with customers' needs, we will work to deliver consistent, scalable, industry-leading parts and service support."

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).

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