



**FOR IMMEDIATE RELEASE**

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**TEREX AWP NAMES SIMON MEESTER AS NEW GENIE VICE PRESIDENT OF GLOBAL SALES AND MARKETING**

*Meester responsible for leading brand's global sales, commercial operations and marketing teams*

REDMOND, WA (October 23, 2018) – Simon Meester joins Terex Aerial Work Platforms (AWP) as the new Genie Vice President of Global Sales and Marketing. In this role, Meester will have global responsibility for leading the business's sales, commercial operations and marketing teams. The goal of his role will be to continue to strengthen the Genie brand's reputation as an innovator and leader in the global industry, as well as developing deeper customer relationships and improving our commercial operations capability.

"The Genie brand has a leading reputation and position in the global marketplace, and in this role, Simon is positioned to continue to grow our organization and opportunities in all the industries we serve," says Matt Fearon, Genie President, Terex AWP. "His teams will take the lead in developing and implementing future solutions and initiatives that proactively address customers' needs and expand on our ongoing commitment to the success of their businesses."

Meester joins Terex AWP from Eaton Corporation where he was Vice President and General Manager of Eaton's Industrial Control Division. He previously worked for 15 years in various global and regional role with Caterpillar Inc. and Sandvik AB with increasing levels of responsibilities. He has global experience in the construction equipment business and lived and worked in Europe, the Middle East, India, China and the USA. He holds an MBA from the University of Surrey in the U.K. and a Bachelor's degree in Automotive Engineering from Hogeschool van Arnhem en Nijmegen in the Netherlands.

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).