



## FOR IMMEDIATE RELEASE

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### **GENIE® “ASK ME ANYTHING” EVENT TO ADDRESS IMPORTANCE OF ACCESSORIES FOR AERIAL EQUIPMENT**

*Genie experts to answer questions new safety and productivity accessories available globally*

REDMOND, WA (August 15, 2019) – Genie invites customers to ask questions and get answers about the significance and importance of safety and productivity accessories for aerial equipment, including mobile elevating work platforms (MEWPs), such as boom lifts and scissor lifts, and vertical mast lifts during its upcoming “Ask Me Anything” (AMA) event, August 19-23, 2019. This event will highlight the purposes of, and potential uses of, Genie® Lift Guard™ secondary operator protective accessories and Genie Lift Tools™ productivity options. On Monday, August 19, Genie will post an AMA prompt on the [Genie® Aerial Pros AMA Event page](https://www.genielift.com/en/aerialpros/genie-accessories-ama) (<https://www.genielift.com/en/aerialpros/genie-accessories-ama>), as well as simultaneously sharing it on social media, to garner questions. The post will stay open, or “live,” for questions and comments through Friday, August 23.

The [event will co-hosted by Marie Engstrom and Mike Flanagan](#), Genie Product Managers, Terex AWP, and will showcase how accessories can add value to an aerial equipment fleet and increase rental return on invested capital (rROIC). “Genie offers variety of accessories globally to maximize efficient use and increase productivity while operating MEWPs and vertical mast lifts,” says Engstrom. “It is important for our customers to understand what’s available and how these accessories can help aerial equipment operators because they are critical — sometimes required — on certain jobsites.”

According to Engstrom, Genie protective solutions for MEWPs and vertical mast lifts continue to evolve. Genie Lift Guard products are a generation of accessories that can, in some circumstances, provide additional operator protection while working at height. Genie Lift Guard secondary guarding accessories are simple to use, and when used in conjunction with operator training required by industry standards worldwide, can enhance safe work practices on aerial jobsites. Genie Lift Tools accessories are productivity tools designed to make operators more efficient when working at height. These accessories also promote best practices for safe use and increased performance while operating Genie booms.

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 [Genie® Aerial Pros AMA Event page](#), the [Genie Aerial Pros website](#), the [Genie website](#) and through the company's social media pages: [Facebook](#) (GenieLift), [Twitter](#) (@GenieLift), [LinkedIn](#) (Genie Industries) and [Instagram](#) (@genie\_lift).

To learn more about this upcoming Genie AMA event, visit <https://vimeo.com/350184193>.

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 and Powerscreen. 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), on LinkedIn [www.linkedin.com/company/terex](http://www.linkedin.com/company/terex) and on Facebook [www.facebook.com/TerexCorporation](http://www.facebook.com/TerexCorporation).