



## FOR IMMEDIATE RELEASE

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### **GENIE® “ASK ME ANYTHING” EVENT TO ADDRESS IMPORTANCE OF PREVENTIVE MAINTENANCE**

*Genie experts to answer questions on properly maintaining aerial access equipment*

REDMOND, WA (December 5, 2019) – Genie invites customers to ask questions and get answers about the importance of properly maintaining aerial access equipment, including mobile elevating work platforms (MEWPs), such as boom lifts, scissor lifts and telehandlers during its upcoming “Ask Me Anything” (AMA) event, December 9-13, 2019. Globally, Genie® preventive maintenance and service offerings include initiatives and programs such as Genie 360, PSR, Terex Service Centers and GSS (Genie Service Solutions). This event will highlight the features of these programs and the advantages they offer to customers.

On Monday, December 9, Genie will post an AMA prompt on the [Genie® Aerial Pros AMA Event page \(https://www.genielift.com/en/aerialpros/preventative-maintenance-ama\)](https://www.genielift.com/en/aerialpros/preventative-maintenance-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, December 13.

The [event will be hosted by Bob Bartley](#), Genie Senior Director of Product Support and Service Solutions, Terex AWP, and will provide customers with a better understanding of preventative maintenance and how it needs to be conducted for Genie product lines. It will also highlight the “rental-ready” value of conducting preventive maintenance tasks on an aerial equipment fleet. And, this event will offer Genie the opportunity to educate customers on the brand’s global service offers for preventive maintenance assistance.

According to Bartley, aerial equipment is some of the most frequently rented and used machines on jobsites. Because of this, these machines’ rental availability and productivity can be positively impacted by equipment owners closely following and strictly adhering to the manufacturer’s prescribed routines for preventive maintenance. “Reduced total cost of ownership (TCO) and increased rental return on invested capital (rROIC) are important to Genie customers,” says Bartley. “Even if it’s not always convenient to

take the time to perform preventive maintenance tasks, it's worth every minute if an aerial equipment fleet is 'rental-ready' and continues to perform productively in the field. Proper maintenance of Genie machines translates into better value for Genie customers globally.”

To learn more about this upcoming Genie AMA event, visit <https://vimeo.com/372981109>. 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).

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).