



## FOR IMMEDIATE RELEASE

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### **NEW TO EMEAR & APAC — GENIE® AERIAL PROS™ WEBSITE EXPANDS TO REACH MORE READERS**

*Educational website now available to customers in the Europe, the Middle East, Africa, Russia and select countries in the Asia-Pacific region.*

Redmond, Wash. (November 26, 2019) – Following the success of the site in North America, the Genie® Aerial Pros™ website now available to customers in Europe, the Middle East, Africa, Russia (EMEAR) and countries in the Indian subcontinent and Southeast Asia region. The Genie Aerial Pros site is the brand's education-focussed platform, designed to connect rental customers, equipment operators and key stakeholders with industry experts. Content on the [Genie Aerial Pros site](#) is now available in [English](#), [French](#), [German](#), [Italian](#) and [Spanish](#).

Dedicated to educating the aerial industry professionals on important subjects, such as upcoming changes to industry standards, safety and training, service, product introductions and new applications, the website also gives customers' insights on company news, as well as industry and company events. Content featured on Genie Aerial Pros site includes tips and trends articles, product bulletins and videos, industry alerts, customer success stories, testimonials and more.

"The Genie brand prides itself in being accessible to everyone, and now the time has come to share our more than five decades of experience with all the players in the aerial industry. Now that mobile elevating work platforms (MEWPs) are in wide use, we wanted to open our expertise to a broader field of stakeholders, from distributors and rental companies that we know well, to contractors, site managers, architects and other operators with whom we are less familiar," says Jacco de Kluijver, Genie Vice President of Sales & Marketing in EMEAR, Terex AWP.

James Barr, Genie Vice President for the APAC region, Terex AWP, adds: "Offering customers access to the information they need to know, when they need to know it, the Genie Aerial Pros site now caters to a more global audience, providing our customers worldwide with the opportunity to exchange questions with our experts and comment in real time – yet another way for us to keep taking our customers and their businesses higher."

Similar in design to a blog, the Genie Aerial Pros website offers an easily accessible and interactive interface that allows users to click on the information that interests them or to learn more from videos and recommendations from Genie experts. Questions can be asked and answered with clear, reliable answers on virtually any topic. Customers can access content on the Genie Aerial Pros website in a variety of ways, including 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), 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) .