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Genie® Named Associate Member of the Year by Texas Rental Association

Genie focuses on designing quality products to solve challenges faced by rental companies

REDMOND, WA (June 30, 2021) – The Texas Rental Association, a state chapter of the American Rental Association, recently recognized Genie® for its contributions to the rental industry, naming the company the TRA Associate Member of the Year for 2020. The award, which was presented during the TRA Roundup, held June 21-22 in Round Rock, TX, recognizes TRA members who have made outstanding contributions toward the continued success of the Association.

“For 55 years, Genie has been a leader in the industry. At the heart of that success is a mentality that puts our customers at the center of our world by designing quality products that solve end user’s work-at-height needs, while also providing our rental partners equipment and support that helps them achieve their business goals,” says Josh Meyer, VP of Global Sales for Genie. “This award demonstrates that our customers recognize and appreciate the work we are doing to live up to our commitments, and we are honored that the Texas Rental Association chose to recognize Genie as the TRA 2020 Associate Member of the Year.”

Increasing profitability for rental companies

Rental customer input and jobsite demands influence new product launches, such as the new Genie GTH™-1056 telehandler introduced in February, or Genie E-Drive for GS™ Slab scissor lifts, which were announced last November.

“Equipment that has high uptime, simplified maintenance and a low cost of ownership contributes to better returns on investment for rental company fleets. Genie also supports rental partners by designing quality equipment that enjoys high utilization rates and retains its value over time,” Meyer adds.

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About Genie

Since 1966, Genie has been the leading name in the aeriels industry. With offices, team members and manufacturing facilities around the globe, Genie lifts and telehandlers can be found enhancing safety and improving productivity on jobsites worldwide. Genie's ongoing leadership in aerial lifts and material handlers is built on our ability to consistently deliver superior quality for our customers. At Genie, we achieve this **quality** not by chance, but **by design**. For more information on Genie products and services, visit www.genielift.com.

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, on LinkedIn www.linkedin.com/company/terex and on Facebook www.facebook.com/TerexCorporation.