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*Brad Lawrence, General Manager
Genie Australia*

Good news from a tough year

With so much gloom and doom about, I feel compelled to start this article with some positive news: Genie Australia had a solid year in 2008 thanks to the continued support of our loyal customers. Yes, it was a difficult year where, like many other companies in Australia, we were required to tighten our belt and consolidate some areas of the business – but we also found time to launch a brand new range of generator products, move into a new facility in Brisbane and have some fun along the way!

2008 marked the 11th year Genie has been in Australia and we intend to stay for a lot longer, but we are also mindful that we must continue to improve our products and services to remain competitive in the marketplace. To this end, at the HRIA this year we will be launching the new S™-85, with fixed axles and a patented virtual pivot boom assembly, and the GRC-12 Runabout™, which is perfect for worksites where workers need the capability of a scissor lift with the compact size of a Runabout™. We are also launching our new Tier 3 range of telehandlers with factory fitted Load Manage-

ment Systems (LMS) standard on all models. In 2009 we will also be pushing ahead with expanding our range of generators above 100kVa and our range of telehandlers to include the GTH™-6025R rotating telehandler.

I would also like to take this opportunity to welcome to the Genie Australia team our new VP for Asia Pacific, XS Koo. XS has a wealth of experience in manufacturing and sales and replaces Jim Barr who has taken up a new role within Genie Industries.

2009 will no doubt be a challenge in every sense of the word, but the year will also present opportunities along the way of which we plan to take full advantage. During these volatile times, partnerships and friendships are even more important than ever before – so thank you sincerely for your business in 2008 and we look forward to striving to be an even better partner for you in 2009 and beyond.

Brad Lawrence
General Manager

WHAT'S INSIDE:

- New GTH™-2506 Telehandler..... 2
- S™-65 Trax Telescopic Boom..... 4
- GS™-3232 Scissor Lift..... 6
- S™-85 Redesigned
Telescopic Boom..... 8
- GRC-12 Runabout™ Contractor..... 9
- Team Member Profile: Chris Bond. 10
- Genie Training 2009..... 11
- New VP for Asia Pacific..... 12



Genie announces design enhancements for its popular GTH™-2506 Telehandler

Genie has incorporated an extensive package of design enhancements to its GTH™-2506 compact rough-terrain telehandler, optimizing the machine's design to provide maximum value to customers. These enhancements include a strong, comfortable cab for increased operator productivity, a new engine to meet the latest environmental emission standards, and an easily accessible engine compartment for ease of service.

"The GTH™-2506 already has a reputation in the industry as being an excellent all-around, multi-purpose tool," said Carlo Forini, General Manager for the telehandler product range. "Our goal with its redesign was to improve the machine's performance and serviceability while keeping the machine affordable and simple to use. The enhancements incorporated into the GTH™-2506 are designed to lower the overall cost of ownership as well as to increase the long-term value. The GTH™-2506 continues to offer customers exceptional lifting, moving and placing capabilities all around the jobsite while delivering simple operation."

The cab on the GTH™-2506 has been completely re-engineered. The floor-mounted throttle and foot brake pedals have been repositioned to improve operator comfort. Most of the switches have been grouped and relocated on the right side of the dashboard ahead of the joystick to simplify operations. A new hall-effect electrical joystick has been installed with an independent proportional boom control to provide operators fast, precise positioning with minimal effort.

The compact footprint and the lower height have been maintained because these features make the GTH™-2506 a very successful model which is easy to transport and manoeuvre, especially in parking garages and congested construction sites. Additionally, the GTH™-2506 features a new 68 kW Deutz engine that is compliant with the latest Tier 3 emissions regulations. To accommodate this, the engine compartment has been redesigned for convenient access to the internal components.



The redesigned GTH™-2506 in action



The versatile GTH™-2506 – first in, last out, always busy.

The redesigned GTH™-2506 Telehandler will be on display at HRIA Exhibition 20-21 April at the Melbourne Convention and Exhibition Centre (Monday 12.30pm to 6.30pm and Tuesday 9.00am to 3.00pm).

The GTH™-2506 will be available for test drive at the HRIA Equipment in Action Field Day at Sandown Racecourse (Wednesday 22 April 9.00am to 3.30pm).

In addition, the hydraulics on the GTH™-2506 have been updated. The flow on the auxiliary line (which controls the hydraulic attachment connection/disconnection function) now incorporates reversible and continuous flow functionality through a two-position electrical switch; the direction and the rate of the flow are controlled by a dedicated manual knob placed at the back of the joystick. When the auxiliary continuous flow function is activated, the other three functions of the boom are still active: boom up and down, boom telescoping and fork tilt, enabling the execution of simultaneous operations. A dedicated enable switch allows the attachment quick connect/disconnect function to be activated through the joystick.

Also, the telehandler's boom has been re-engineered with improved serviceability in mind: fewer welded parts, larger-diameter load-bearing pins and standard hoses in place of twin hoses routed internally in the boom, and redesigned attachment articulation. These are features which help reduce maintenance and lower the cost of ownership over the life of the machine.



Genie introduces new STM-65 Trax telescopic boom

New booms designed with innovative four-point track system.

Genie unveils a new addition to its telescopic boom family — STM-65 Trax model. The new Trax boom feature an innovative four-point track system that allows contractors to work any time of the year, enhancing traction for travel in many types of difficult terrain. This introduction expands the Genie® telescopic boom product offering in Australia to include the new Trax model as well as an aftermarket tracks option for wheeled units.

The new STM-65 Trax model is manufactured with a four-point track system permanently “fixed”, or attached, on the machine. Genie® fixed-track booms are designed with a narrower profile, 2.59 m wide. The Trax model is designed with an inside turning radius of 4.27 m (14 ft) and an outside turning radius of 6.4 m (21 ft), and because the Genie® Trax booms steer like a wheeled unit, operators can easily drive these machines on and off the delivery trailer, as well as manoeuvre in close proximity to walls and foundations. The Trax boom has a travel speed of 3.7 km/h (2.3 mph).

“Track booms are ideal for working year-round by enhancing traction for travel in muddy, soft-soil, sandy and wet ground conditions,” says Phil Harvey, product manager, Genie® boom lifts. “And, they can also easily travel over harder surfaces like gravel, rock, concrete and asphalt, and sensitive turf. A four-point track system offers the increased traction and flotation units with excellent terrain tracking, machine handling and operator comfort. Our track booms can drive through many places previously inaccessible even with rough-terrain tyres.”

Each track in the four-point system is made of durable, steel-reinforced rubber and measures 0.43 m (17 in) wide and 1.19m (47 in) long, with each carriage assembly weighing 500 kg (1,100 lb). With a ground contact pressure of 9.7 psi for the STM-65, the four-point track system leaves a minimal impression on sensitive surfaces. During travel, each track flexes 23° up and down to accommodate the contour of the landscape, for a smooth ride during operation and travel. The four-point track system works in conjunction with the Genie® active oscillation axle system, which senses the terrain and adjusts the axle position based on ground conditions, and positive traction drive system, which maintains equal power to all tracks even if one track loses traction. Combined, these features give Genie® track booms the ability to smoothly travel over difficult terrain conditions.

To maximize usage of its wheeled models, Genie continues to approve Loegering's QTS as an aftermarket option for the STM-65 telescopic boom. This “flexible”, or interchangeable, track system is a set of four track undercarriages that fastens directly onto a boom's standard wheel hubs in place of the tyres. With this option, customers have the flexibility to simply bolt on the tracks when needed and switch back to the traditional wheeled machine configuration when tracks are not needed. The entire system can be put on or taken off the booms in less than four hours. The addition of this option increases the machine width to 2.71 m (107 in).



Dubbo Booms and Scissors Lifts (Mud Rat) STM-85 telescopic boom with aftermarket Loegering quad-track system.



The Loegering quad-track system is unbeatable on uneven terrain.

The STM-65 model provides a 227kg (500 lb) lift capacity at the maximum horizontal outreach of 17.1 m (56 ft 2 in) to a working height of 21.86 m (71 ft).

The Genie® fixed and flexible track booms are designed to maximise uptime. The undercarriages are constructed out of high-grade steel and feature fully-sealed, greaseless bearings for minimum maintenance. The four-point track system also features an easy-grease tensioning system for fast, reliable track adjustment. And, to limit the amount of debris buildup during operation, V-shaped, self-cleaning pads are incorporated into the track design.

Reaching Hire Ground

“Not bad for a bushie” – an innovative mobile boom system is opening new territory for Dubbo Booms & Scissor Lifts.

“I was in Macau at the Regional Sales Meeting when I saw a presentation on the new Genie® Trax S™-65,” recalls Genie Sales Representative Brent Markwell. “At the first opportunity, I phoned Jim Furney and asked him if he’d done anything about the 65 foot boom on tracks he was after. I said, ‘Don’t do anything until I come back.’”

It was November 2007 when Jim Furney and David Cole of Dubbo Booms & Scissor Lifts P/L took delivery of their first Genie® S™-65 self-propelled telescopic boom, fitted with a Loegering Quad Track System – and it’s been on permanent hire ever since. Dubbed ‘Mud Rat’ by the team in Dubbo, the Trax S™-65 is the first self-propelled boom of its kind in the southern hemisphere and one of the first in the world.

The S™-65 has a number of features that appealed to Jim, but the main one was the unit’s stability. Thanks to its fixed four-point track system, the S™-65 can be manoeuvred over a wide variety of ground conditions, making it an ideal choice for a rental company like Dubbo Booms & Scissor Lifts.

The four-point track system works in conjunction with an active oscillation axle system, which senses terrain and adjusts the axle position based on ground conditions. Each point moves individually and is powered by a positive traction drive system which maintains equal power to all tracks, even if one point loses its grip. “It’ll drive around on some pretty soft ground and has proven to be a reliable performer,” says Jim.

As well as being suited to challenging terrain, the S™-65-booms’ four rubber tracks steer like a wheeled boom so the system can pull into tight spaces, close to walls, foundations and pillars. “Genie is the only company in the world that makes them like that. It’s an excellent system, and it’s a lot more user friendly than the full-track systems on [similar] machines.”

The machine has been on permanent hire since its purchase, with much of its employment being bridge maintenance work. Jim explains that while the environments in which the S™-65 is working aren’t particularly harsh, they do have their own particular challenges – such as soft sand and loose mud and the potential problems they can present for heavy machinery.

“The biggest thing with any industry today is safety first.”

The S™-65’s success has led to more work for Dubbo Booms & Scissor Lifts and, by association, more work for Genie. Jim and David had another S™-65 delivered in July 2008, and it was working as soon as it arrived. So what will people be asking for, if they’re looking to rent a self-propelled telescopic boom? “With everyone calling the first one the ‘Mud Rat’, you know, they just ask ‘where’s the ‘Mud Rat’?’. The new one’s called ‘Swamp Fox’. If you can give them a bit of a natty name, it sticks to them.”

Jim and David also ordered a third machine, which has been called ‘Prairie Dog’. It was delivered in November 2008.



telescopic boom fitted with an



challenging terrain.



Dubbo Booms and Scissors Lifts’ ‘Mud Rat’

6

The Genie® GS™-3232 – a perfect fit in a tight space.

Genie designed the GS™-3232 Self-Propelled Scissor Lift, the latest addition to the Genie® slab scissor line, to meet the demands of challenging jobsite conditions. The GS™-3232 lifts up to 227 kg (500 lb) to a maximum working height of 11.75 m (38 ft), and with its compact footprint of just 2.44 m (8 ft) long and 0.81 m (2 ft 8 in) wide stowed, the GS™-3232 fits through standard doorways with ease.

“We saw a need in the market for a scissor model that could lift at least 32 ft (9.75 m) high but had a narrow profile so it easily fits through a single doorway,” said Eric Ludwig, Genie® Scissor Lift product manager. “There currently isn’t another scissor that is capable of this level of access in Australia. The GS™-3232 is ideal to use in buildings with tall ceilings, sloped floors and single door access such as churches, movie theatres and paper mills to name a few.”

With dual front-wheel drive and zero inside turn radius, the GS™-3232 easily manoeuvres around restrictive work environments. A 0.91 m (3 ft) extension deck allows workers and tools to utilize the maximum amount of platform workspace. The GS™-3232 has a travel speed of 3.5 km/h (2.2 mph) and is able to handle a 25 percent grade to get where it is needed most.

The GS™-3232 comes standard with the Genie® automatic leveling hydraulic outrigger system, which is able to level on slopes of up to five degrees side-to-side and three degrees front-to-back. An optional laser locator helps position the unit underneath the intended work area before ascending.

Also standard on the GS™-3232 is the Genie® four-wheel braking system that combines dual rear spring, hydraulically-released brakes with dual front wheel hydraulic dynamic braking, making the unit extremely responsive. The brakes are fully enclosed in steel casing for protection against jobsite debris and machine wear resulting in a longer life cycle.

The GS™-3232 features the Genie® advanced electronic control system. The forward-angled Hall-effect joystick is comfortable to use and provides precision control. An LED window on the platform control box displays timesaving information, including battery level indicator, onboard diagnostics, speed tuning and configuration settings. The electronic platform control box is able to move the platform extension deck to give the operator a clear and consistent line of sight. The system’s variable speed DC motor offers greater battery efficiency, as well as conserves energy and reduces heat generation to extend machine life.



AllSafe Access GS™-3232 on site in the Myers building

Heavy-duty steel swing-out service trays allow for access to all machine components for easy service and maintenance, and 90 percent of the components are common across the entire Genie® slab scissors family, so service departments are able to stock fewer parts and technicians can apply existing maintenance knowledge.

“The GS™-3232 nicely rounds out the current Genie® scissor offering, giving our customers more choices,” says Ludwig. “And, because it is engineered with common components, our customers will find this unit easy to keep rental-ready.”

Getting in on the ground floor

A Sydney startup, AllSafe Access, is finding its niche with some help from the Genie® GS™-3232.

Nigel McKinley came up with an interesting plan for his new business, AllSafe Access. In addition to renting out the usual lifts and booms for construction and industrial commercial use, Nigel is thinking small. “We’ve bought a lot of small machines, and I’m trying to get myself into places outside the construction business. My plan is to create myself a little niche market in certain machine models – trying to find and cater to the people who don’t have these specialist machines.”

It’s with this in mind that Nigel acquired one of the first Genie® GS™-3232 slab scissor lift units in Australia. Able to fit through a standard doorway, the GS™-3232 folds down to just 2.30m high, features dual front-wheel drive and has a zero inside turning radius, making it ideal for maneuvering into the tightest of spaces. It has a number of other features that caught Nigel’s eyes too, including an automatic hydraulic outrigger system that can level the machine on sloped surfaces of up to five degrees, and a laser locator that helps operators position the unit before ascending to working height.

“We had a requirement for a job in town... an indoor location in the Myers building. They’re doing a refurbishment job and the floor is quite undulating,” recalls Nigel. “The GS™-3232 was light enough to [use] on the tiles on the mezzanine floor, and in certain spots we needed to have the outriggers level the machine so the machine could go up in the air.”

The GS™-3232’s small size doesn’t indicate a lack of working height, however. Able to extend to a full 11.75 m, it can compete with much larger, less manoeuvrable machines, which makes it an ideal choice for a business like Nigel’s. Rather than

having to clear large amounts of stock to allow for work to be completed, the GS™-3232’s small size meant that day-to-day life could proceed as usual in the Myers building. “It was the only machine that could do the job for us, without getting an electric track machine in there and that’s going to take up a big footprint. A nice, small, compact width allowed it to get between the aisles while all their displays are still in place, so they don’t have to move a lot of stock around.”

This focus on small-format platforms doesn’t mean that Nigel doesn’t have much larger units. Less than six months in, his business already carries 35 machines including Genie® 20-foot narrow and wide decks, 26 foot electric and 32 foot electric scissor lifts, 43 foot diesel scissor lifts and 34 foot knuckle booms. And he’s got plenty of growth ahead of him with another 30 machines already on order. “I hope to grow my fleet within the next two to three years. I’ll have around 150 machines, and if I see 50, 50 and 50 each year I’d be quite happy with that progress for the first two or three years.”

Nigel’s working relationship with Genie Industries goes back a while, to when he moved from Sydney to Queensland for his old employer. “I helped start a very successful branch in Queensland, where I was the State Sales Manager– the company I worked for was a 90 percent Genie-branded company, and during my time in Queensland I did spend a little bit of time over at the Genie facilities. I believe the branch was very successful for several reasons, but one certainly was the product that Genie offers and the support behind the product. So coming back to Sydney and starting my own operation, I definitely had no problems in speaking to the guys from Genie. They make a good machine, support their product well and they’ve got good guys working for them.”



Genie redesigns popular S™-85 telescopic boom

Genie Australia is proud to introduce the newly redesigned version of its popular S™-85 telescopic booms. The significant changes on the S™-85 booms include: fixed width axles; an exclusive virtual pivot boom assembly; faster elevation time; software design provides easy operation; and serviceability features.

“The new design of the S™-85 was adapted from our high-selling S™-65 telescopic booms,” said Phil Harvey, product manager for Genie® booms. “We’re convinced that operators will experience greater ease of use and owners will appreciate the enhanced serviceability features, which ultimately maximize uptime and minimize cost of ownership.”

The fixed width axles on the redesigned S™-85 booms give the machines a 2.49 m (8 ft 2 in) total width both on the trailer and on the jobsite. They can be easily transported over the road because the axles are fixed, the boom is ready to drive right off the trailer, maximizing productivity at the job site. The fixed axle system improves the machine’s durability and efficiency, as serviceability is easier and less costly by having fewer hydraulic components and moving parts.

New to the S™-85 telescopic booms is the exclusive virtual pivot boom design introduced in 2003 on the S™-65 booms. The primary benefit of a virtual pivot boom is its ability to keep the weight of the boom over the chassis’ centre of gravity as it elevates. This eliminates the need for extra counterweight and keeps the overall weight of the machine down for better use in more sensitive terrains.

To enhance operator efficiency, the elevation time on the S™-85, from fully stowed to fully elevated, is significantly decreased to 68 seconds. An updated control system with boom angle sensors gives operators a comfortable feel with smooth action, especially at the top height of elevation. The only 80 foot boom in the industry with a patented active oscillating axle, it provides better traction in rough terrain for a smoother ride for the operator. Ground and platform control boxes feature simple color graphics and have been redesigned with like functions grouped together, providing easy operation of these models.

Other significant updates on the S™-85 further enhance the machine’s serviceability and maintenance. The former shotgun style cylinder boom assembly has been replaced with a single cylinder and sequencing cable system, the same assembly on the S™-65 booms that is lighter weight and less costly to repair. Many of the hydraulic hoses on the swing chassis have been replaced with hard lines that provide consistent routing, longer life and easier maintenance.



Virtual pivot boom



S™-85 in use



The S™-85 is the only 80 foot boom in the industry with a patented



GRC-12 – lightweight and compact, able to fit into restricted spaces

New Genie® GRC-12 designed to handle demanding indoor construction projects

The newly introduced Genie® GRC-12 Runabout™ Contractor is designed to be both durable and productive on indoor construction sites where contractors are installing and repairing drywall, electrical, HVAC and more. The new GRC-12 offers contractors a 2-person occupancy workspace with a narrow profile to get more done in a small amount of space. This new unit is engineered with a steel platform and rails, and the telescoping mast is encased in steel, giving it additional protection against worksite debris.

“The GRC-12 is perfect to use on worksites where contractors need the capability of a scissor lift with the compact size of a Runabout,” said Kim Williams, senior market analyst, Genie Industries. “Its design is modeled after our proven GR-12 Runabout™ — lightweight and compact to easily fit in a freight elevator and use in space-restrictive areas. The features incorporated into the design of the GRC-12 make this machine ideal to use in low-floor load situations and high-rise construction projects.”

The steel platform on the GRC-12 comes standard with a slide-out extension deck that gives operators an extra 44.5 cm (17.5 in) of outreach. With a lift capacity of 227 kg (500 lb) and the slide-out extension deck, up to two operators on the GRC-12 can work to a height of 5.66 m (18 ft). This unit also boasts a narrow 0.80 m (2 ft 7.5 in) width by 1.39 m (4 ft 6.75 in) length profile, allowing the unit to fit in most passenger elevators and to be driven through doorways with an operator onboard. The GRC-12 is also drivable when fully elevated for increased productivity. And, the zero inside turning radius on the GRC-12 allows for quick manoeuvrability in congested work spaces.

Engineered specifically to withstand the rigors of working on undeveloped indoor worksites, the telescoping mast on the new GRC-12 is protected by a steel tube and end cap. Also as a safeguard against worksite damage, the covers

on the GRC-12 are made from ABS, a thermoplastic material that provides increased flexibility while retaining its original shape.

Uptime is increased on the easy-to-service GRC-12. This unit is engineered with a quick disconnect platform for ease of repair or replacement. And, the mast hydraulic cylinder, located just under the cap, can quickly be unbolted and pulled out for efficient servicing. Key components on the GRC-12 are easily accessible through the access doors on the base, allowing for quick trouble-shooting and regular maintenance checks. Customers will find this unit easy to keep rental-ready because the GRC-12 is engineered with common components.

The GRC-12 is designed with the operator in mind. Operators will appreciate the two tool trays, one on each side of the mast, that come standard on the GRC-12, which puts everything operators need within an arm's reach. Also, the ground-level entry on the GRC-12 offers a 0.40 m (15.5 in) step-in height, the lowest in the industry.



...the capability of a scissor lift with the compact size of a Runabout™



...the capability of a scissor lift with the compact size of a Runabout™



...the capability of a scissor lift with the compact size of a Runabout™

**The GRC-12 Runabout™ Contractor will be on display at HRIA Exhibition
20-21 April at the Melbourne Convention and Exhibition Centre
(Monday 12.30pm to 6.30pm and Tuesday 9.00am to 3.00pm).**

Team Member Profile: Chris Bond



As Genie Australia's National Trainer & OH&S Officer, Chris Bond gets to spend a lot of time on the road. Although he's based in Genie® headquarters at Darra, Chris' job takes him all over Australia and New Zealand to train owners, operators and service technicians how to get the most out of their Genie® equipment.

Chris first joined Genie as a trainer in 1999. He left in 2003 to start his own business training people on Genie® equipment, and returned again in 2006. His knowledge of the Genie® product range is phenomenal, and you'd be hard pressed to find anyone more helpful when you need to come to grips with a new piece of equipment.

How long have you been at Genie?

"I started in '99, but in 2003 I did have a short break when I had my own business that contracted to Genie. Then in 2006 I was back onboard again because the government had changed a lot of the rulings for licensing which affected me and a lot of people, so I came back to Genie."

What was your first position with Genie?

"I've always been training - right since day dot."

What's the best thing about your job?

"That would be the training classes that I hold and problem solving."

What's the most challenging part of your job?

"Writing up suitable training manuals and being able to put that material over to students."

What's your career highlight to date?

"Going to a WA mine site last year to train approximately 40 operators in Genie® Z™-135/70 Super Boom operation, after three other trainers had failed."

What's your favourite piece of Genie® equipment?

"Certainly the new Z™-135/70 - that's the biggest we've got. It's an interesting piece of machinery, and I do enjoy operator training and service training on that one."

What would you love to do that you haven't had a chance to do yet?

"I'm looking forward to getting deeper into programming booms!"



Service training

Operator and service training

Genie offers both operator and service training across our entire range of equipment. Should you or your staff require training, simply contact your local Genie representative for information on upcoming course dates, or to organise training sessions at a time that suits your company.

Machine Familiarisation and Operator Training

Operator training is generally organised to coincide with the delivery of new equipment, as well as being available at a later date to familiarise staff with existing equipment. Conducted on site, operator training is generally 1-on-1 and largely hands on, ensuring the trainee is familiar with all aspects of machinery operation including capabilities and limitations in specific operating situations.

Service Training

Service training covers the maintenance, troubleshooting and repair requirements of a specific machine or family. Trainees are supplied with a training manual and full documentation for the equipment, and the course consists of a full review of the supplied materials as well as a practical component covering programming and control of the machine where appropriate. Courses generally last one day, although two to three day courses are required for some of the larger equipment.

Course	Duration
'Off - hire' maintenance course	1 day
DC Scissor GST TM -1530 - GST TM -3246	1 day
RT Scissor GST TM -2668 - GST TM -5390	1 day
DC boom lift Z TM -30 - Z TM -45	1 day
Diesel boom	2 days
Z TM -135/70	3 days
S TM -125	3 days
Telehandler	2 days
TZ TM -34/20	1 day

Upcoming courses

Genie trainer Chris Bond runs courses across Australia and New Zealand. Speak to your local Genie representative to find out more about established course dates or to organise specific training for your company.

Proposed Training Schedule	Where
March 30 – April 3	Western Australia
April 21 – April 23	Queensland
April 28 – April 29	Queensland
May 11 – May 15	Western Australia/South Australia
May 25 – May 29	Victoria
June 15 – June 19	Northern Territory
June 29 – July 3	New South Wales
June 13 - June 17	Victoria
August 3 – August 7	New South Wales
August 24 – August 28	Western Australia
September 21 – September 25	New Zealand
October 5 – October 9	Victoria
October 12 – October 14	Tasmania
October 26 – October 30	New South Wales
November 9 – November 13	Western Australia

Dates and availability may change.



X.S. Koo appointed as New Vice President and Managing Director, Asia Pacific, Terex AWP

Please join us in extending a warm welcome to Xian Shuen (X.S.), the new Vice President and Managing Director for Asia Pacific. This position reports directly to Tim Ford, President of Terex Aerial Work Platforms (AWP) and is responsible for all Terex AWP operations in Australia, Southeast Asia, China, India, Korea and Japan.



X.S. Koo, Vice President for Asia Pacific AWP

This newly created position includes manufacturing, operations and sales responsibilities and replaces the role previously held by Jim Barr. Jim Barr is transitioning to a full-time role as Global General Product Manager, Portable Products.

In this role, Koo will provide leadership for the Asia Pacific section of the business. Koo will also be responsible for developing the Asia Pacific market. This will include producing locally made and engineered products in Asia.

Prior to joining Terex, X.S. Koo was Vice President, Global Distributed Products and Channels at Johnson Controls based in Hong Kong. He spent the preceding year as their Vice President for North Asia. From 2000 to 2006, he led York International, Inc. (later acquired by Johnson Controls) in Singapore and Hong Kong as their Director for South Asia, Director of Service & Supply Chain, and finally as Vice President, North East Asia, Service & Supply Chain.

X.S. holds a Bachelor's degree in Mechanical Engineering from the National University of Singapore and an M.B.A. in International Business from the University of Dubuque in Iowa. A native Malaysian, he speaks English, Malay, and four dialects of Chinese (Fukien, Hainan, Cantonese and Mandarin).



Ready for HRIA

We will be exhibiting at HRIA again this year, and we'll have a wide range of new equipment available for you to check out! Come and visit us at our stand, and make sure you check out equipment that's available for test drive at the HRIA Equipment in Action Field Day at Sandown Racecourse (Wednesday 22 April).

Visit us @ HRIA Convention 2009

20-21 April, Melbourne Convention & Exhibition Centre
2 Clarendon Street, South Bank, VIC 3006



Thank you for your business!

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