

# BlueNews

AUTUMN 2014



SEE THE POSSIBILITIES

## AUSTRALIAN RELEASE OF THE TALLEST GENIE® BOOM LIFT

### **HIREWORKS**

Development of the Top End  
leads to market growth

### **GENIE® LIGHT TOWERS**

SES expands their essential  
equipment fleet

### **GS™-3232 SCISSOR**

Creating quite a stir in  
the Australian market





**BRAD LAWRENCE**

General Manager,  
Terex AWP Australia

## GENERAL MANAGER'S MESSAGE

WELCOME TO ANOTHER EDITION OF *BLUE NEWS*, THE MAGAZINE FOR GENIE CUSTOMERS THROUGHOUT AUSTRALIA AND NEW ZEALAND.

With every new year brings new hope and I am glad to say that the outlook for 2014 is looking very positive. We are seeing increased demand across our entire product range especially in the Genie® slab and RT scissor products. This is a good sign that non-residential construction is gaining momentum, nationally. Also it, will be very exciting to see our

first Genie® SX-180 boom lift arrive in Australia for HRIA in May. This machine is a game changer for our industry and will lay the foundation for many new products over the coming years.

I am also pleased to announce the recent launch of our new service technician online training. I have heard many times that our customers would like to participate in our face-to-face training but due to workloads and remote locations this is impossible. Our new online service training will allow our customers to train their teams from any location as long as they have a computer and an internet connection. We will be continuing our face-to-face program, but we are excited to be expanding our training offering to customers in 2014. Contact your Genie Service Manager or ask us at the show to give you a demo.

In closing I'd like to thank you for your business in 2013 and look forward to a prosperous and successful 2014/15. Happy reading!



**MIKE DAVIS**

Vice President and  
Managing Director,  
Terex AWP Asia Pacific

## REPORT ON THE ASIA PACIFIC REGION BY MIKE DAVIS

DURING 2014, THE ASIA PACIFIC REGION CONTINUES TO SHOW SIGNS OF OPTIMISM IN MANY MARKETS. VISITING PERTH IS ALWAYS A GOOD EXPERIENCE AND MY MOST RECENT TRIP WAS NO EXCEPTION. I WAS PLEASED TO PARTICIPATE IN THE HRIA EVENT AT THE NEW COATES HIRE FACILITY. TOGETHER WITH PETER STEPHENS, PAUL GREVILLE AND MICHAEL SCOTT, THE INDUSTRY GATHERING WAS AN IDEAL OPPORTUNITY TO FLY THE GENIE FLAG.

About a year ago, I recall being in Perth and the mood of the market was pessimistic. This time, it was great to hear that amongst our customers, there is a genuine feeling of optimism about business in Western Australia, for 2014 and beyond.

While in India recently, I was fortunate to attend a special event where a huge new mural of Ghandi was unveiled on the outside of the new Police HQ in New Delhi. The artist used a Genie® S™-125 boom lift to paint the mural.

The new Genie factory in Changzhou (China) is now producing products for the SE Asia and India markets. Five dealers from the AWP region visited the plant to participate in a side by side comparison of the China built machines with our US built machines.

The visit was very positive, our customers came away confident that they will be just as successful with products from our Changzhou factory as they would from any Genie factory.



## NEW LOOK GENIE PRODUCTS



IN LINE WITH THE GENIE COMMITMENT TO PROVIDE EXCEPTIONAL LIFTS TO OUR CUSTOMERS, WE HAVE REFRESHED THE LOOK AND FEEL OF SEVERAL GENIE® PRODUCTS. THIS IS A COMMITMENT BY GENIE TO DELIVER PRODUCTS WHICH ARE INTUITIVE TO OPERATE AND STRAIGHT FORWARD TO SERVICE, WHILE AT THE SAME TIME SETTING THE INDUSTRY STANDARD FOR QUALITY, RELIABILITY AND SAFETY.

Progressively, Genie is updating the look of all Genie units. The notable change is that the chassis will be presented in black, conveying an image of ruggedness and stability. The areas which see the most dirt and wear will be associated with the darkest colour.

The Genie blue is the colour that lifts. It is the signature colour of the Genie brand and the tradition of lifting people and materials.

From scissors to telehandlers, the Genie colour strategy is consistently applied across the family of products. These changes are being phased into production during 2014.

Keep an eye out for the new look!

# GENIE SET FOR A STELLAR DISPLAY AT HRIA CONVENTION



THE OFFICIAL LAUNCH OF THE TALLEST GENIE® BOOM LIFT, THE SX™-180, TO THE AUSTRALIAN MARKET WILL BE AT THE ANNUAL HRIA CONVENTION. THIS IS A 'MUST ATTEND' EVENT FOR ALL GENIE® CUSTOMERS AND OPERATORS OF ACCESS EQUIPMENT.

HIRE 14 will be conducted at the Gold Coast Convention Centre from April 29th to May 2nd, 2014.

The Genie® SX-180 boom lift was launched on the world stage just a few months ago in Europe and is the flagship of the Genie 2014

model range. This massive boom lift is now in production. The first unit to land in Australia will be on display at HIRE 14, prior to being delivered to the purchasing customer.

"The SX-180 boom lift is an incredible sight to see operating," said Brad Lawrence, General Manager of Terex AWP Australia.

"By any measure, this is a massive boom which reaches extraordinary heights. We're all very excited about HIRE 14 and showcasing this new model to the Australian access industry."

While the major focus will be on the new Genie SX-180 model, Genie will also have on display the GS™-4047 scissor lift and the new Genie lighting tower, the Genie AL™6-9000.

The GS-4047 scissor lift is a success story in its own right. This is a compact electric scissor which delivers increased working height with powerful lift capability, all delivered in confined work spaces. Demand for this model in Australia and indeed throughout the world has been exceptional.

Work sites in Australia are amongst the most demanding in the world. That's why Genie has released two wholly Australian designed and manufactured lighting towers – they're rugged and they're durable. The Genie AL6 light tower is available in a 6000 watt model and a 9000 watt model. At HIRE 14, visitors will be able to see the 9000 watt model and appreciate the features which make this a standout product.



GENIE® SX-180 BOOM LIFT



GENIE® GS™-4047 SCISSOR LIFT



GENIE® AL™6-9000 LIGHTING TOWER

## ON-LINE TECH TRAINING AT HIRE 14



When visiting the Genie display at HIRE 14, be sure to take the opportunity to meet our service specialists and discuss the new Genie On-Line Training modules.

On-line training allows service technicians in remote locations to undertake Genie specific training without having to travel from their work location to a face-to-face training. The benefits and cost savings to Genie customers are significant.



## COATES HIRE HOSTS HRIA TRADE NIGHT

A RECENT TRADE NIGHT CONDUCTED BY THE HRIA AT THE PREMISES OF COATES HIRE PROVED TO BE AN OUTSTANDING SUCCESS WITH MORE THAN 100 INDUSTRY REPRESENTATIVES PARTICIPATING.

Genie is a strong advocate of the HRIA's industry networking functions, supporting the recent event with a display of new Genie® equipment. These included a Genie® GS™-69 DC series rough terrain electric scissor lift plus a Genie® GS™-4047 scissor.

As President of the HRIA in WA and the General Manager of Coates Hire in WA, Marcus Geisler played host to an appreciative group. Apart from the networking opportunities of the HRIA Trade Night, the function was also a fitting opportunity to see the facilities and workshops at Coates Hire.

"We are always pleased to support and participate in the industry functions staged by the HRIA," said Peter Stephens, WA Manager for Genie. "Not only did we welcome the opportunity to display our products, but it is always good to meet up with our customers in a relaxed setting."

This was the first HRIA trade night for 2014 and it is expected that there will be another two nights scheduled for this later year.



## QUIET ACHIEVER CONTINUES TO EXPAND ITS REACH



ACCESS GROUP AUSTRALIA, A VALUED CUSTOMER OF GENIE AUSTRALIA, CELEBRATED THE OPENING OF THEIR NEW HEAD OFFICE, WITH AN INDUSTRY OPEN DAY AND EVENING GALA.

Showcasing its 5,388 sqm new head office and workshop premises at Catalano Road, Canning Vale (Perth), Access Group welcomed customers, suppliers and industry partners to take a rare behind the scenes look at what makes this multi-dynamic business so successful.

The Group, which was formed in 2001 by CEO John Jones and serviced the Perth metropolitan market with just a handful of staff, now encompasses 10 specialist companies that support a 3,000 strong national client base with more than 150 permanent staff and 50 dedicated contractors.

A strategic network of regional branches and rural and remote-based project service centres and mobile technicians throughout Australia, combined with an internal transport department that provides secure GPS tracking and delivery,

certified training, genuine spare parts service, and 24/7 technical support have all been paramount to the Group's continued growth.

According to Jones, Original Equipment Manufacturer (OEM) partnerships have also been pivotal to the Group's enduring success.

"We have worked hard and smart to build and maintain authentic long-term partnerships with the world's leading access equipment manufacturers, including Genie, to deliver significant and sustained value to our customers."

From humble beginnings with just 30 machines for hire, Access Group now boasts one of the country's largest privately-owned new fleets of equipment for hire and sale with Genie® as their dominant brand.

The day culminated with an evening extravaganza that saw "Slammin" Sam Kekovich bring his quintessential Aussie humour to a marquee filled with the who's who of WA's construction industry. Group General Manager, Tom Fraser, complimented John Jones and his unique ability to pre-empt and respond to an ever-changing market.



# BIG LIFT

## NARROW FOOTPRINT

THE GENIE® GS™-3232 SCISSOR CREATED QUITE A STIR IN THE AUSTRALIAN MARKET. FROM THE SOUTH IN VICTORIA AND ALL THE WAY UP THE EAST COAST THROUGH QUEENSLAND, IT SEEMS THAT EVERYONE IS ASKING ABOUT THE “3232”.

All the fuss is well founded. The Genie GS-3232 scissor successfully combines an exceptional working height of 11.75 m (38') on an electric scissor lift platform that fits through a standard door opening. This unit gets into indoor situations for maintenance and construction, previously denied!

According to Brian Clifford, Genie Regional Sales Manager for Queensland, the appeal for the Genie GS-3232 unit is incredibly diverse.

“We’ve got end users and hire companies talking about the GS-3232 scissor and crunching the specs of this amazing machine to see how it fits into their workspace,” said Brian Clifford.

“The end users are all so different. We delivered a unit to a water treatment plant in Queensland. This was an indoor application where there was high racking with narrow aisles; the ideal work scenario for this unit.”

“Think of a need for narrow access but a big height requirement and you have a Genie GS-3232 scissor lift customer in front of you. Hotel foyers for cleaning and maintenance, warehouses, food processing... the list is endless.”

The Genie GS-3232 unit offers the very best combination of narrow footprint with a high lift. The Genie GS-3232 has the same footprint as the Genie GS-2032 electric scissor lift. Whereas the Genie GS-2032 has a platform height of 6.10 m (20'), the Genie GS-3232 model reaches a full 12' higher.

Genie achieved this enhanced level of performance through the lifts' automatic levelling hydraulic outriggers. This system levels the machine on slopes up to five degrees.

Quiet, zero emission electric operation makes this the ideal scissor lift for use in sound sensitive environments.

A key attribute of the Genie GS-3232 scissor is its manoeuvrability. Renowned for excelling in narrow aisles with tight access, the Genie GS-3232 model is front wheel drive with zero inside turning radius.

“There is quite a lot of excitement in the market about the Genie GS-3232,” said Brian Clifford. “Judging by the way our customers have taken to this model, all the enthusiasm is warranted.”



## GENIE GS-3232 FEATURES

- ▶ Auto levelling hydraulic outriggers
- ▶ Platform 2.26 m x 0.81 m
- ▶ Extension deck 0.91 m
- ▶ Power to platform
- ▶ Folding rails
- ▶ Onboard diagnostic system
- ▶ Solid non-marking tyres
- ▶ Optional air line to platform

# HIREWORKS GROWS WHILE DARWIN BOOMS

IN MANY RESPECTS, THE DARWIN MARKET IN THE NORTHERN TERRITORY HAS BEEN REGARDED AS A 'SLEEPER.' BUT IN THE PAST 10 YEARS, THE TOP END REGION HAS COME OF AGE TO THE EXTENT THAT IT IS NOW REGARDED AS A ONE OF THE BOOM TOWNS IN AUSTRALIA.

Years of steady and sustainable growth in the city and surrounds have given way to the frenetic pace of major developments. The Darwin Airport, Darwin Harbour development, residential apartment towers and now a \$34 billion INPEX Ichtyis LNG Project. There are also reports of the Royal Australian Navy establishing a major facility in the Top End.

The enthusiastic pace at which the metropolis now breathes is self evident. The spin-off benefits to Genie customers of all sizes in the Top End are significant.

Hireworks is one of the success stories in the Top End. Hireworks owner Glenn Broadway is a veteran of the hire and access industry in Darwin. He opened the doors of Hireworks two and half years ago and has enjoyed sustained growth from day one.

"We have identified a local market that serves us ideally," said Glenn Broadway. "There are obviously some huge contracts in Darwin and these in the main go to the national players in the access industry. I'm comfortable with that and we often get some overload and cross hire work."

"Our core business is supporting the local tradies and building contractors. Because of my 10 years in Darwin in this industry, I market the business as a local hirer supporting the local trades."

Throughout his time in Darwin, Glenn Broadway has enjoyed a great relationship with the Genie® brand. It has always had a strong presence in the fleets where he has previously operated.

"I'm really familiar with the Genie range and key products," said Glenn. "At Tru Blue Hire and Wilson Hire, Genie was the core of our fleet. The Genie access equipment is reliable and the company has a great customer support program."

The Hireworks fleet includes Genie models GS™- 3369 RT scissor lift, Z™- 34/22 and Z™- 45/25 knuckle boom lifts.

"I have the utmost confidence in the long-term growth of the Top End market," Glenn said. "Although Hireworks is still a young business, I've signed a 10 year lease on my property. That's confidence."

## SPECIFICATIONS

MODEL	Genie® GS-3369 RT
Working height - maximum	11.75 m
Platform height - maximum	9.75 m
Platform length - outside / extended	2.79 m / 4.32 m
Platform width - outside	1.60 m
Length - stowed	3.76 m
Width	1.75 m
Lift capacity	454 kg
Drive / tyres	Four wheel diesel / Rough terrain



# SES CHOOSES NEW GENIE® LIGHT

THE VICTORIA STATE EMERGENCY SERVICE (VICSES) HAS PURCHASED FIVE GENIE® AL™6-6000 LIGHTING TOWERS AND ADDED THEM TO THEIR ESSENTIAL EQUIPMENT FLEET. THESE UNITS HAVE ALREADY BEEN DEPLOYED TO REGIONAL AREAS.

As a 24 hour emergency response organisation, the VICSES is frequently called upon to provide support function at night. The need for 'daylight like' lighting for extended periods is a common requirement. This can be the case with search and rescue operations, incident staging areas, crime scenes and major road accidents.

The fleet of lighting towers needs to fulfill key criteria. These include powerful lighting capability, mobility, reliability, ease of operation, the ability to operate for extended periods and ease of set up and operation. Above all else, the units need to be rugged to withstand constant travel and deployment. The Genie AL6-6000 light tower has proven to be the ideal unit for the task.

"We have had a very positive experience with the light towers over the past three to four years," said Chris Myers, Asset Project Manager of the VICSES.

"The lighting towers have proven to be a quality product, very durable and the aftermarket support with service and parts has been good."

"With Genie effectively picking up the distribution of the product, we see that the support service can only get better as Genie has a direct presence in Melbourne."

Apart from the general performance and rugged construction of the Genie AL6-6000 light tower, the retractable drawbar is a welcome feature of these units. Storage space is often at a premium in SES Unit Headquarters, so by effectively making the lighting tower shorter, storage is greatly enhanced.

The VICSES is the designated control agency for flood, storm and earthquake, managing responses in these emergencies. The VICSES also has a mandate to assist the Victoria Police in search and rescue operations as well as playing an important support role in major bushfire responses.

The five Genie lighting towers were purchased by the VICSES under the Volunteer Emergency Service Equipment Program. This involves government funding being provided on a \$2 for every \$1 contributed by the VICSES branch.

## SPECIFICATIONS

MODEL	GENIE AL™6-6000	GENIE AL6-9000
LAMPS Metal Halide	4 x 1500 W	6 x 1500 W
HEIGHT (mast fully extended)	8.40 m	9.45 m
HEIGHT (mast lowered)	2.30 m	2.30 m
LENGTH (drawbar retracted)	2.50 m	3.55 m
LENGTH (drawbar extended)	3.25 m	4.30 m
WIDTH	1.80 m	1.80 m
GROUND CLEARANCE	0.28 m	0.28 m



**PRODUCT FEATURE**

# GENIE® SUPERLIFT PERFECT FOR CONTRACTORS

THERE ARE OFTEN SITUATIONS ON A WORKSITE WHICH CALLS FOR LOW WEIGHT, EASY TO USE, MATERIAL LIFTS. THIS IS EXACTLY THE SCENARIO FOR WHICH THE GENIE® SUPERLIFT CONTRACTOR™ WAS DEVELOPED.

Ideal for construction firms, duct installations and other general industrial applications, this unit can easily be operated by one person. It is rated to lift, lower and move loads of up to 295 kgs (650 lbs).

The Genie Superlift Contractor (SLC) is available in three models, all of which have identical lift rating. The lifting height varies however from 3.94 m on the SLC™-12, through 5.64 m on the SLC™-18 and 7.32 m on the SLC™-24 model.

On the job site, set up time is minimal and no tools are required. The unit simply folds out, the interchangeable load handling attachments are added, and it's ready for work. Job access is straightforward as the Genie Superlift Contractor fits through a single doorway.

Raising and lowering the forks on the aluminium mast is achieved with a single speed manual winch. A two speed manual winch is available as an aftermarket option. For safety, the winch locks the load in position.

All Genie Superlift Contractor models are fitted with non marking front and rear casters. Side brakes are standard. All three models have folding legs and removable attachments which makes transportation and storage easy. The Superlift Contractor can be transported to and from the job site in the back of a pickup truck.

Many attempts have been made to emulate the innovative design of the Genie SLC lift, which is a testament to the originality and industry leadership of the Genie brand.



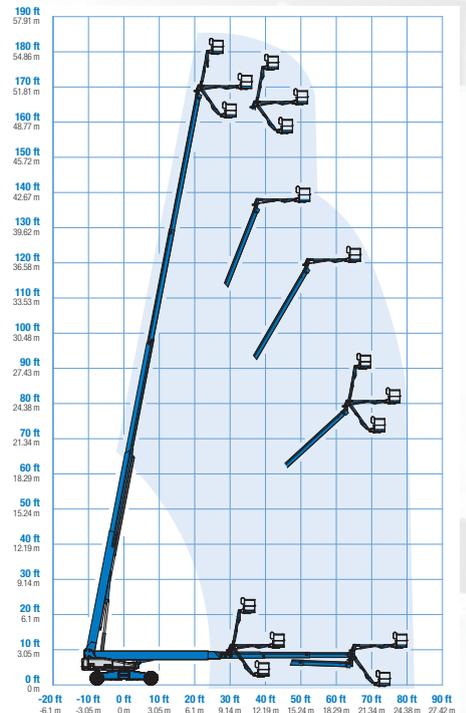
**PRODUCT FEATURE**

THE GENIE® SX™-180 SET THE INDUSTRY STANDARD FOR A SELF-PROPELLED TELESCOPIC BOOM WHEN LAUNCHED IN EUROPE. IT HAS A 54.86 M VERTICAL REACH AND 24.38 M HORIZONTAL REACH WITH THE 2.44 M BY 0.91 M PLATFORM HAVING AN UNRESTRICTED CAPACITY OF 340 KG.

The Genie SX-180 boom lift is designed to be driven at full height. Travel speeds vary based on boom position and range from 3.7 km/h with the boom in the stowed position, 0.65 km/h below 38.1 m and 0.17 km/hr above 38.1 m. The Genie SX-180 boom lift is ideal for applications in the oil and gas industries, commercial construction, industrial construction and maintenance and general maintenance.

**SPECIFICATIONS**

WORKING HEIGHT	56.86 m / 186 ft
PLATFORM HEIGHT	54.86 m / 180 ft
WIDTH (axles retracted)	2.49 m / 8 ft 2 in
WIDTH (axles extended)	5.03 m / 16 ft 6 in
LIFT CAPACITY	340 kg / 750 lb
WEIGHT	24,902kg / 54,900 lbs

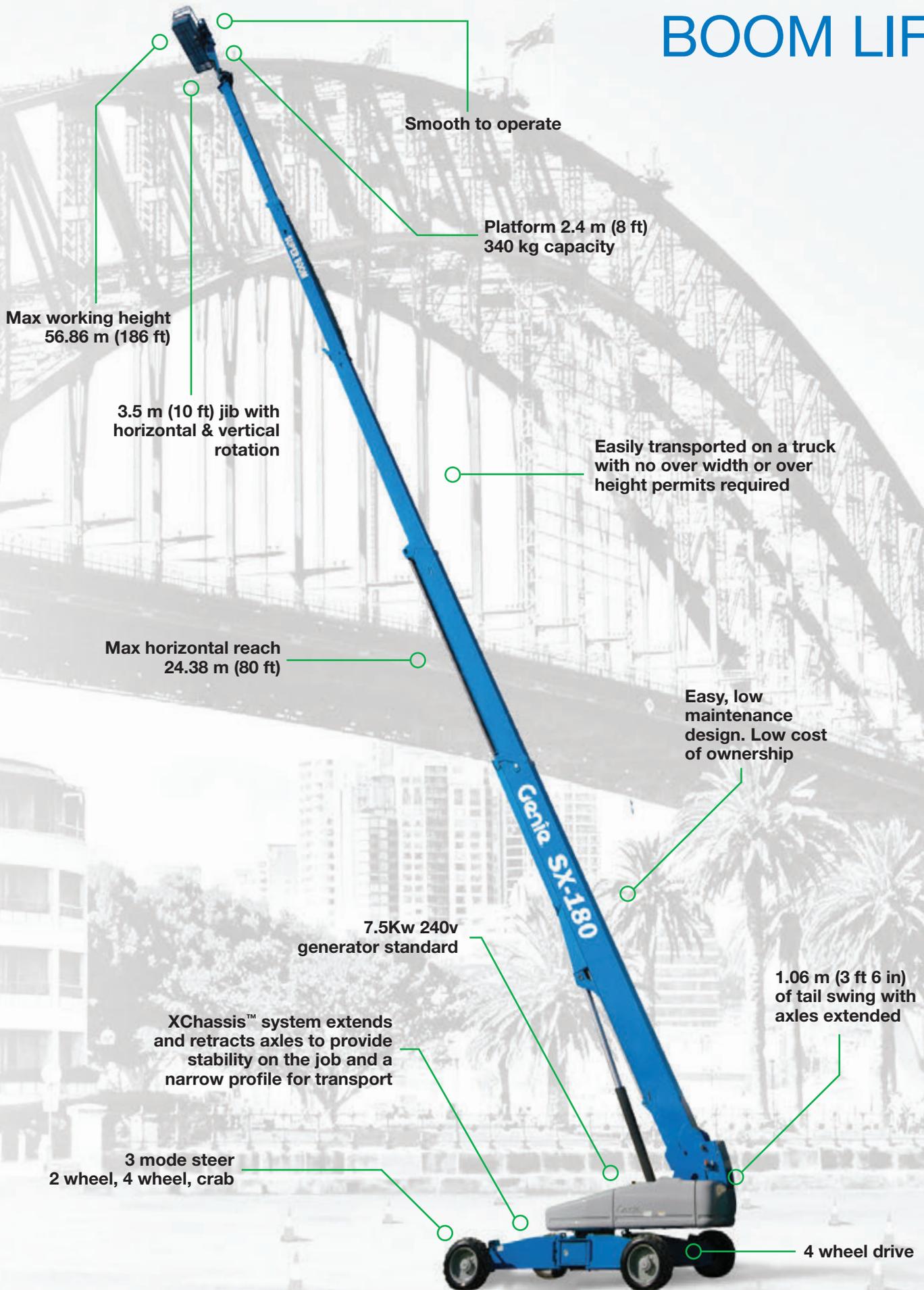


MODELS	SLC™-12		SLC™-18		SLC™-24	
	Metric	US	Metric	US	Metric	US
Working height:						
standard forks - forks down	3.40 m	11 ft 2 in	5.10 m	16 ft 9 in	6.78 m	22 ft 3 in
standard forks - forks up	3.94 m	12 ft 11 in	5.64 m	18 ft 6 in	7.32 m	24 ft
adjustable forks - forks down	3.40 m	11 ft 2 in	5.10 m	16 ft 9 in	6.78 m	22 ft 3 in
adjustable forks - forks up	3.94 m	12 ft 11 in	5.64 m	18 ft 6 in	7.32 m	24 ft
boom**	3.70 m	12 ft 2 in	5.41 m	17 ft 9 in	7.10 m	23 ft 3 in
Height - stowed	2.18 m	7 ft 2 in	2.18 m	7 ft 2 in	2.18 m	7 ft 2 in
Length - stowed	0.86 m	2 ft 10 in	0.86 m	2 ft 10 in	0.86 m	2 ft 10 in
- operating	1.60 m	5 ft 3 in	1.85 m	6 ft 1 in	2.06 m	6 ft 9 in
Width - stowed*	0.80 m	2 ft 7.5 in	0.80 m	2 ft 7.5 in	0.80 m	2 ft 7.5 in
- with stabilizers lowered	1.68 m	5 ft 6 in	1.68 m	5 ft 6 in	1.68 m	5 ft 6 in

\* Outside dimensions.  
\*\* Measured from ground to bottom of shackle.

TAKING YOU **HIGHER**™

# GENIE® SX-180 BOOM LIFT



Smooth to operate

Platform 2.4 m (8 ft)  
340 kg capacity

Max working height  
56.86 m (186 ft)

3.5 m (10 ft) jib with  
horizontal & vertical  
rotation

Easily transported on a truck  
with no over width or over  
height permits required

Max horizontal reach  
24.38 m (80 ft)

Easy, low  
maintenance  
design. Low cost  
of ownership

7.5Kw 240v  
generator standard

XChassis™ system extends  
and retracts axles to provide  
stability on the job and a  
narrow profile for transport

1.06 m (3 ft 6 in)  
of tail swing with  
axles extended

3 mode steer  
2 wheel, 4 wheel, crab

4 wheel drive

# PARTS AVAILABLE FROM YOUR COMPUTER



For more information contact Michael Carmody on 0418 662 011

THE GENIE ON-LINE PARTS PORTAL HAS A NEW LOOK, BUT IT'S STILL AS EASY AND EFFICIENT AS EVER FOR YOU TO ORDER YOUR GENIE PARTS ON-LINE.

Irrespective of your location, once logged in you can search for parts and check availability and price. No longer do you need to call a parts interpreter to check on availability, all the essential data is on your screen and is current (to the second).

Since launching in 2013, the Genie Parts Portal has proved to be a big benefit to both Genie customers and Genie team members alike. Customers can log on at any time of the day or night to check and order parts. Once registered, customers automatically have their company discount applied so that you receive correct, on-the-spot pricing.

While the Genie Parts Portal further reinforces the Genie commitment to deliver the best service in the business, it's also reassuring to know that personal support is available. The Genuine Parts Freecall number 1800 788 633 will connect to a knowledgeable Genie Parts Interpreter ready to assist with any parts inquiry.

## TFS & THE GENIE LOYALTY REWARDS PROGRAM

MANY CUSTOMERS ARE ALREADY EXPERIENCING THE BENEFITS OF THE LOYALTY REWARDS PROGRAM. THIS PROVIDES A GREAT OPPORTUNITY TO BENEFIT WHEN ELIGIBLE CUSTOMERS MAKE VOLUME PURCHASES OF GENIE® MACHINES. CASH AND MARKETING REBATES ARE AVAILABLE.

For Genie customers to tap into cash rebates and marketing support, your account must be in 'good standing.' This simply means that payments to Genie are made within the agreed trading terms.

According to Adam Phillips, Country Manager for Terex Financial Services (TFS) an increasingly common problem centres upon the traditional lenders.

"Banks can be slow to prepare loan documentation for customers and settle with Genie," said Adam. "This impacts negatively on the Genie Loyalty Rewards Program with benefits being needlessly lost."

"However, if customers have a Terex Financial Services facility in place, I start the process at the beginning of the month. My goal is to ensure that no eligible customer ever misses out on their loyalty reward."

Establishing a Master facility with Terex Financial Services, confirms that there is a dedicated finance line available for Genie purchases. It means that other funding lines available with your bank or finance broker can be utilised elsewhere.

For more information on the Genie Loyalty Rewards Program, contact your local Genie Sales Manager. To discuss this and other benefits of establishing a Terex Financial Services facility, contact Adam Phillips. He travels regularly to your area and is available to discuss these programs personally and confidentially.

**Establish a relationship today! To get your business finance across the line tomorrow.**

Call Adam Phillips for a no-pressure chat. He's regularly in your area.



**ADAM PHILLIPS**

**Country Manager,  
Terex Financial Services**  
+61 7 3456 4412  
+61 448 110 430  
adam.phillips2@terex.com



# GENIE ALLURE TOUR 2014 OUTSTANDING

GENIE CUSTOMERS FROM THE ASIA PACIFIC REGION ENJOYED AN ALL ACCESS EXPERIENCE WHEN THEY TOURED GENIE HEADQUARTERS AND FACTORIES AT REDMOND, SEATTLE. THE GROUP MOVED TO LAS VEGAS TO ATTEND CONEXPO. EVERYONE WHO PARTICIPATED RATED BOTH EVENTS AS AN INCREDIBLE EXPERIENCE.

The tour visited the Genie production facilities and saw some of the busiest plants in Redmond, manufacturing booms and scissors. The group was able to watch the machines being built from fabrication through to final testing. The opportunity to actually see the Genie® products that our customers sell and use proved to be very well received.

The group wound up the day in North Bend, the location of Genie's massive distribution centre. From this location, completed Genie units and parts are shipped worldwide. At the conclusion of the day long tour, the customers universally enjoyed the chance to see how much goes into producing the Genie machines and parts that they receive in the Asia Pacific region.



Above: Asia Pacific Customers Visit Redmond Facility



## CONEXPO – SIMPLY THE BIGGEST

TO APPRECIATE JUST HOW BIG CONEXPO IS, YOU HAVE TO BE THERE. THAT'S EXACTLY WHAT THE ALLURE TOUR DID, HEADING TO LAS VEGAS FOR THE LARGEST CONSTRUCTION TRADE SHOW IN NORTH AMERICA WITH OVER 2500 EXHIBITORS.

Held every three years, Terex took a prominent display with the new Genie® SX-180 boom lift being a highlight. For many of the Asia Pacific group, this was their first opportunity to see the much heralded Genie SX-180 boom lift first hand. Everyone agreed that this is a remarkable piece of equipment.

With most of the major customers from the Asia Pacific region attending CONEXPO, it was a wonderful opportunity to not only showcase all the latest innovations from Genie, but also further build on the business relationships. For many, it was a chance to meet new friends.

CONEXPO itself had more than 130,000 visitors with an average of 5,000 visitors coming through the Terex display each day.

# SERVICE TECHNICIANS EASTERN SEABOARD

Genie has an absolute commitment to provide industry leading technical support. This can only be achieved through an extensive network of Field Service Technicians. In this edition, we acknowledge the technicians based in the eastern states.

CALL 1800 331 600



**QUEENSLAND**

[WAYNE FARROW](#)

Field Service Technician  
wayne.farrow@terex.com



**QUEENSLAND**

[ANGUS MACDONALD](#)

Field Service Technician  
angus.macdonald@terex.com



**QUEENSLAND**

[CARL MANSON](#)

Field Service Technician  
carl.manson@terex.com



**VICTORIA**

[ADAM CORDWELL](#)

Field Service Technician  
adam.cordwell@terex.com



**VICTORIA**

[JOHN RADFORD](#)

Field Service Technician  
john.radford@terex.com



**VICTORIA**

[STEVEN ZUREK](#)

Field Service Technician  
steven.zurek@terex.com



**NSW**

[DANIEL ADRICHEM](#)

Field Service Technician  
daniel.adrichem@terex.com



**NSW**

[JAMES MILLEN](#)

Field Service Technician  
james.millen@terex.com



**NSW**

[BRETT ASHBY](#)

Field Service Technician  
brett.ashby@terex.com

## GOT A STORY?

Do you have any ideas or stories for future issues of *Blue News*? Contact:

**Catherine Kerton**  
catherine.kerton@terex.com



**Queensland**  
Brian Clifford  
m. 0438 741 207

**Victoria / Tasmania**  
David Greene  
m. 0407 753 919

**New South Wales**  
Michael Scott  
m. 0408 001 987

**New South Wales**  
Brent Markwell  
m. 0439 770 159

**Western / South Australia**  
Peter Stephens  
m. 0407 131 710

THANK YOU FOR YOUR BUSINESS!

Effective Date: AUTUMN 2014. Product specifications and prices are subject to change without notice or obligation. The photographs and/or drawings in this document are for illustrative purposes only. Refer to the appropriate Operators' Manual for instructions on the proper use of this equipment. Failure to follow the Operators Manual when using our equipment or to otherwise act irresponsibly may result in serious injury or death. The only warranty applicable to our equipment is the standard written warranty applicable to the particular product and sale and we make no other warranty, express or implied. All rights reserved. Terex, the Terex Crown design, Genie and Taking You Higher are trademarks of Terex Corporation or its subsidiaries. All other trademarks are property of their respective owners. ©2014 Terex Corporation

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