



Bluelews

WINTER 2015



COMPACT **AND HARDWORKING**

New Genie® Z-62/40 boom lift launched

ACCESS HIRE AUSTRALIA

supply LNG project with three Genie® SX-180 boom lifts

ACCESS SOLUTIONS EXPANDS

as Christchurch rebuilds

HRIA CONVENTION 2015

Genie to launch record number of new products







General Manager, Terex AWP Australia

GENERAL MANAGER'SMESSAGE

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

The start of cooler days always signals the beginning of the annual HRIA convention. This year at the show we are launching more products than ever before as well as displaying our flagship product, the Genie® SX-180 boom lift. Spearheading our new products will be the Genie® Z^{TM} -62 boom lift which replaces our Z^{TM} -60. Outlined in

the magazine are some of the industry-leading features and benefits designed to increase the productivity and safety for the user.

We are also launching the new Z[™]_33 boom lift, which is a light weight electric machine for applications with floor loading issues. We are expanding our GS-69RT scissor range to include a bi-energy model which is available in the 26, 33, and 40 feet. To finish off our range of new products we are introducing three new telehandlers. The new machines include a new load management system and improved reach. All these new products will be available for inspection, so please make sure you visit our stand at the show.

In March I had the opportunity to visit our Genie factory in China. This state of the art factory is impressive. Over the three days we were able to review their quality systems and find out first hand why they received the Terex Chairman's award for excellence. This factory was a very worthy recipient. For Australia, this means we are enjoying shorter lead times and equipment of the highest quality.

Speaking of quality, we recently appointed a new Quality Manager for Asia Pacific, Mal McIntosh. Mal has only been with the company for a short time but is already proving to be a valuable team member. Currently Mal is focusing on improving quality and our local processes to maintain the quality that our customers expect.

Happy reading and I look forward to seeing you all at the show in Adelaide.



MIKE DAVIS

Vice President and Managing Director, Terex AWP Asia Pacific

REPORT BY MIKE DAVIS GENIE STARS AT BIG USA SHOW

GENIE MADE AN OUTSTANDING CONTRIBUTION TO THE AMERICAN RENTAL ASSOCIATION'S ANNUAL SHOW HELD IN THE JAZZ MECCA OF NEW ORLEANS IN FEBRUARY.

The ARA Rental Show attracted 5,000 attendees with over 450 witnessing the spectacular Genie Telehandler 3-D Projection Show, which showcased the North American range of machines, including the new Genie® GTH-636 and the GTH-1256 telehandlers. Visit https://info.terex.com/gth to see the video highlights of this unique show.

Apart from the glitz and glamour of the light show, we exhibited a number of new products including the Genie® Z^{TM} -62/40 boom lift and Z^{TM} -33 boom lift. Both products will be on display at HRIA Adelaide Convention in April. The American Rental Association's annual show is traditionally considered to be a major bellwether event, which provides a very strong indicator on the prospects for the American market over the coming year.

With the excitement and energy on display at the show, and particularly around the Genie exhibit, all the signs are pointing to 2015 being a strong year for the access equipment market in North America.



MALCOLM MCINTOSH

QUALITY TRAINING AND TECHNICAL SUPPORT MANAGER

TEREX EXTENDS MANAGEMENT TEAM WITH KEY APPOINTMENT

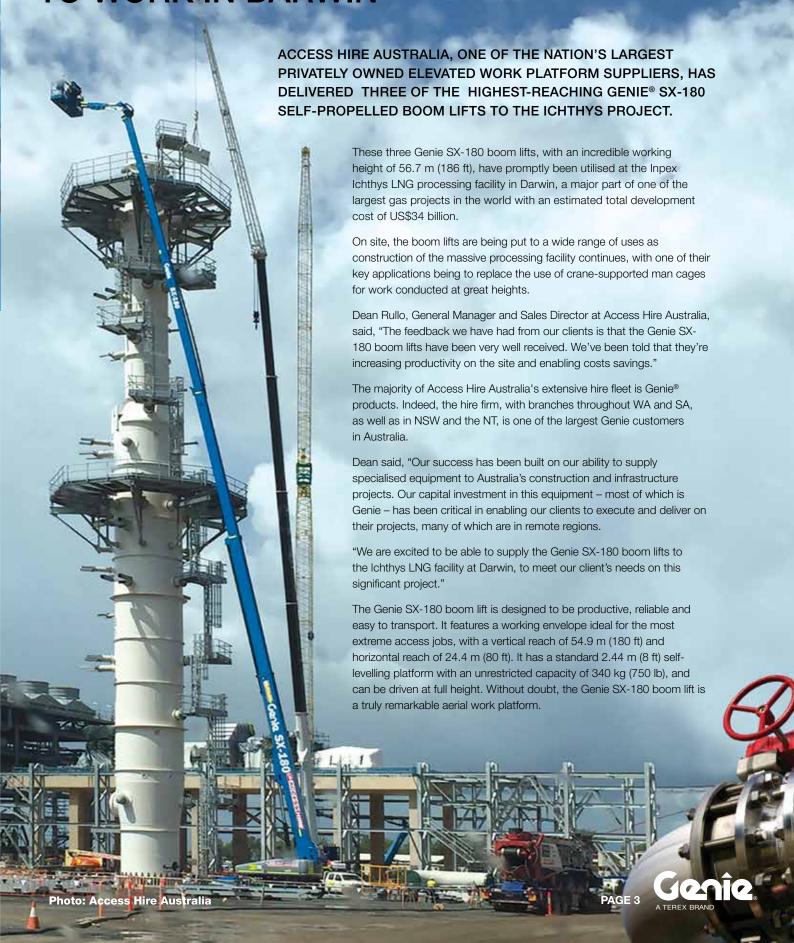
MALCOLM MCINTOSH JOINS THE TEAM AS QUALITY, TRAINING AND TECHNICAL SUPPORT MANAGER

Mal McIntosh joined the Genie team in February from Sargent Rental & Maintenance where he was the firm's Chief of Maintenance Operations. In this role, McIntosh was responsible for all service and quality issues for Sargent's fleet. This role was the perfect grounding for the significant role he's stepping into, according to Mitch Ely, National Operations Manager, Terex AWP.

"Malcolm will be rolling out the revised plans for our technical department and will manage our training, quality assurance and technical support services," said Ely.

"He'll be focused on overseeing the transparency of our business in Australia and the Asia Pacific." McIntosh is leading a team of four technical experts based in Perth and Brisbane.

ACCESS HIRE AUSTRALIA PUTS THREE GENIE® SX-180 BOOM LIFTS TO WORK IN DARWIN





"The Genie Z™-62/40 boom lift is sure

to be a sought-after machine with our

petrochemical, telecommunications

happy to make it available to them,"

including construction, mining,

Brent said.

customers in a wide range of industries,

installation and maintenance. We're very

Genic

previously they would have needed to buy

a significantly larger and more expensive

machine to achieve the extended reach

Other significant benefits of the Genie

Z™-62/40 boom lift are that it's very

compact and highly manoeuvrable.

Weighing just 10,886 kg (23,997 lbs),

and capabilities of this new model".

New design, increased working envelope for greater productivity



Increased vertical jib articulation of 135° allows more precise positioning in tight job access

> Fast Mast™ functionality reduces boom cycle time by requiring only primary boom function to go from ground level to maximum platform height while the dual parallel links are fully raised

BOOM LIFT ZT-62/40

COMPACT AND HARDWORKING

Minimal riser arm swing at the linkage, even while in the stowed position, is reduced by 1.09 m for improved confined worksite accessibility

Increased gradeability to 45% Full time 4WD and active oscillating axle for excellent traction in any working position

Reduced turning circle and 4 wheel steer option for improved maneuverability

Zero "tail-swing" for better confined site access

Redesigned robust lockable side covers improves security and allows for easy service access with a swing out engine tray.

> **Industry leading** 2/2/5 warranty



A TEREX BRAND



GENIELIFT.COM.AU 1800 788 633

HRIA CONVENTION 2015

GENIE LAUNCHES RECORD NUMBER OF NEW PRODUCTS



GET SET FOR THE HIRE AND RENTAL INDUSTRY ASSOCIATION COVENTION IN ADELAIDE FROM 28TH TO 30TH APRIL. THIS EVENT IS SURE TO LIVE UP TO ITS THEME: 'DESTINATION SUCCESS' – AS IT WILL BE THE PLACE TO BE IF YOU'RE SEEKING SUCCESS IN THE ACCESS HIRE INDUSTRY.

This year, Genie is delighted and proud to be the Convention's Platinum Sponsor. Brad Lawrence, General Manager of Terex AWP Australia said, "It's the first time Genie has had the honour of this role. It's a sign of the depth of our commitment to, and involvement in, the hire industry and our belief that 2015 HRIA Convention in Adelaide is definitely the place to be!"

"We urge aerial access companies and users to come along. You're bound to have a good time, and see some really interesting equipment, particularly from the Genie brand as we are launching a record number of products at this year's show. We're indoors at the Adelaide Showground at booth 46, and outdoors at stand E4."

One of the display highlights will be the astounding Genie SX-180 self-propelled boom lift. With a working height of 56.9 m (186 ft), it's our highest reaching boom, and a superb machine for those needing to work at great heights. Come along and have a look at it, and if you're game, take a ride on it.

Also on display will be the new compact and lightweight Genie electric boom lift, the Z-33/18. Available in Australia in the 3rd quarter this year, the Z-33/18 boom lift has a wide range of features including a tight inside turning radius with zero tail swing for excellent manoeuvrability, a working height of 12 m (39 ft 4 in), a horizontal reach of 5.57 m (18 ft 3 in) and an AC drive transmission which has low battery consumption for increased machine efficiency. The working platform also supports weights of up to 200 kg (440 lbs).

Another machine bound to attract interest is the new Genie® GTH™-2506 telehandler, redesigned with the latest Load Management System (LMS) technology on board.

It is simple to transport and built to increase mobility, this compact Genie telehandler, ideal for rough terrain, is designed to get the job done in tight and congested areas with the capacity to lift up to 2,500 kg (5,511 lbs). Also on display will be the new 69 BE hybrid scissor lift and the new Z-62/40 boom lift.

For all those attending the HRIA Convention, please note that the Genie Customer Appreciation night is on Tuesday 28th April. In keeping with tradition, the setting for the night's activities is a secret, but we're sure you'll like it. Please remember to arrive in Adelaide in good time for the night's beginning, as we will all depart from the Intercontinental Hotel foyer at 6:30 pm.

Looking forward, hopefully, to catching up with you in Adelaide!



EWPA ADDRESSES SAFETY

WITH SECONDARY GUARDING DEMONSTRATIONS

WITH LAST YEAR'S TRAGIC ACCIDENT AT THE IDEMITSU AUSTRALIA RESOURCES' COAL MINE IN BOGGABRI IN NORTH WESTERN NSW STILL FRESH IN THE MINDS OF MANY, THE NSW CHAPTER OF THE ELEVATING WORK PLATFORM INDUSTRY PEAK BODY, EWPA, HELD AN INFORMATION EVENT AT THE HOMEBUSH FACILITY OF FORCE ACCESS IN LATE FEBRUARY.



EWPA members were out in force with rental companies, operator trainers, Qantas and also safety representatives from construction companies robustly represented at the conference.

As part of the event, manufacturers such as Terex AWP were invited to demonstrate their boom lift secondary guarding systems. "Secondary guarding is a topical subject as this technology has become readily available, and users of the equipment are seeing real benefits in helping to prevent operator injury," said Michael Scott, Terex AWP Regional Sales Manager NSW/NT/NZ.

To this end, Terex AWP introduced to Australia in 2014, the Genie® Operator Protective Structure (OPS) and the Genie® Operator Protective Alarm (OPA). "Our customers now have the choice of two systems to configure machines according to different applications and jobsite conditions," said Brad Lawrence, General Manager, of Terex AWP.







OPERATOR PROTECTIVE STRUCTURE (OPS)

Pioneering a unique standard for secondary guarding solutions in the industry, the Genie OPS is an optional device that can be installed on articulating or telescopic boom lifts and provides secondary protection for operators in the event of contact with an overhead obstacle in certain applications.

"We are aware of incidents where operators made contact with overhead obstacles while operating aerials," said Lawrence. "The operator in conjunction with the worksite supervisor is responsible for identifying and avoiding overhead obstacles. But as a secondary measure, we are working both independently and with various partners to provide protective solutions for a variety of worksite conditions."

The Genie OPS can be attached to most boom lifts with 1.83 m (6 ft) to 2.44 m (8 ft) platforms and allows for excellent visibility. The tubular steel structure is designed to transfer the kinetic energy into surrounding structures while maintaining a protected area for the operator. It weighs 16 kg (35 lbs) and is bolted directly on to the boom lift's platform; no modifications are needed. "The advantage of the OPS system for the hire industry is that it can be transferred from one platform to another," Lawrence said.

OPERATOR PROTECTIVE ALARM (OPA)

This system is designed to alert ground personnel when an operator makes contact with the platform control panel. The system interrupts boom movement, sounds an alarm and causes a light to flash when excessive pressure is applied to the sensing bar. The Genie OPA system can be retrofitted to Genie® articulating or telescopic boom lifts manufactured after 2002. It is available as an aftermarket option.

"The OPA system is designed to be unobtrusive to operators and features a pressure sensitive horizontal bar that is fitted around waist height, below the boom lift's control panel," said Lawrence. "A reset button is easily accessible in the event of inadvertent system activation."

Both secondary guarding systems will be on display at HRIA Convention 2015 on the Genie Z-62/40 boom lift at the Genie outdoor stand E4.



CHINA PRODUCES – QUALITY GENIE PRODUCTS AND 50% FASTER LEAD TIMES FOR AUSSIE CUSTOMERS

TEREX TOPPED UP THE INVESTMENT IN ITS STATE-OF-THE ART FACTORY IN CHANGZHOU CHINA, AND GENIE CUSTOMERS IN AUSTRALIA ARE SET TO BE THE MAJOR BENEFICIARIES.

The Terex China manufacturing facility is located in the Yangtze River Delta. The factory designs and manufactures Genie aerial work platforms (AWPs), including mobile single work platforms, materials handling lifts, boom and scissor type work platforms.

"The factory was built four years ago with the express aim of supplying the Chinese market with predominantly locally built products," said Brad Lawrence, General Manager, Terex Aerial Work Platforms (AWP) Australia. "It started with a few models. But it became apparent that local customers wanted more. They wanted machines with US specs!"

"In response to customer demands, the Terex China factory now supplies the whole of Asia Pacific including Australia with American type machines," said Lawrence, who led a delegation of Terex AWP Australian sales reps to the Changzhou plant in early March to meet with its engineers. "The focus is now about getting manufacturing facilities such as the Changzhou plant closer to where our customers are to help shorten delivery times."

The shift in focus at Changzhou has clearly been a stunning success. Over the past 18 months, the factory has produced 13 models including six booms and seven scissors. Sourcing products from the Terex China factory has slashed lead times on Genie products in Australia by 50 percent from eight weeks to four weeks, according to Lawrence, who is resolute that quality has not been compromised. "It's been the aim of the Changzhou factory to have equal or better quality than the US. They are sourcing the parts from exactly the same places as the Genie factories in the US."

Central to the success of the Terex China facility was the appointment of Clint Weber, as general manager. "Clint was a plant manager in the US and was moved to China. He has effectively built up the product range, which they're currently offering," said Lawrence.

"Clint is very much focussed on the Genie values of achieving high quality products and has brought that same culture to the factory in Changzhou," said Lawrence. "This facility is by far the most modern factory we have globally."

In fact the Changzhou facility is so good that it will also be manufacturing products for the American market. "It makes some products solely for the world market such as, the Genie® S™-125 telescopic boom," said Lawrence. "The Changzhou factory is the only facility that makes these products."



CUSTOMER FEATURE

ACCESS SOLUTIONS EXPANDS

WITH HELP FROM GENIE AS CHRISTCHURCH REBUILDS

OPERATING IN AUCKLAND, WELLINGTON AND CHRISTCHURCH, ACCESS SOLUTIONS IS ONE OF NEW ZEALAND'S LEADING ACCESS HIRE, SCAFFOLDING AND FORKLIFT RENTAL FIRMS.

Led by respected industry leaders Michael Biddick and Neil Radley, Access Solutions prides itself on its commitment to supplying quality, leading-edge product—so it's only natural that it sees its relationship with Genie as central to its business operations.

Access Solutions recently purchased 40 electric scissor lifts across the GS-1932, GS-2646 and GS-3246 ranges. "It's also about to take delivery of five Genie® GS-5390 machines as part of its business expansion into Wellington and Christchurch," said Ed Richardson, Sales and Marketing Director from Youngman Richardson & Co Limited, the distributor of Genie machines in New Zealand.

"The expansion into Christchurch is in support of the rebuilding work that continues in the wake of the earthquakes that have wreaked havoc in the Canterbury capital," added Mr Richardson, referring to the earthquakes that hit the Canterbury region in 2010 and 2011.

Access Solutions first acquired Genie GS-5390 scissor lifts in 2005 and is now trading in those ten-year-old machines for new models. "It's not a hard decision to make to keep going back to the Genie team, as they are a world-leading supplier of access equipment," said Access Solutions' Michael Biddick. "The durability and reliability of Genie® machines keeps us coming back."

Likewise the aftermarket support offered by Youngman Richardson is a big tick in the box for Michael Biddick. "The backup support for the Genie® products is very important to us," he said.

The strength and longevity of the Genie® brand are also key factors in Access Solutions' decision making. "We don't deal with access equipment manufacturers who are here today, gone tomorrow," said Michael. "Our preference is to work with long-standing suppliers to ensure we deliver the best access solutions to our customers."

Access Solutions recently moved into new premises in Christchurch. "This move has enabled us to expand our services in support of our clients who are involved in the reconstruction of Christchurch," said Access

ACCESS www.accesssolutions.co.nz

Solutions' Michael. The city was hit by a magnitude 7 earthquake in September 2010, which caused damage to homes and roads but no deaths.

In February 2011, while repair work was under way, another quake hit, leading to the loss of 185 lives. Close to 100,000 homes sustained damage, and 7,000 of those were condemned. About 70 percent of the structures in the CBD were levelled or so badly damaged that they were marked for demolition, including the historic cathedral. Subsequent aftershocks, such as one in June 2011, have caused further

damage in the region.

Demolition and construction sites are now a familiar part of the Christchurch scenery, as work continues on rebuilding the city's centre, a task that New Zealand Treasury has estimated will cost a total of NZ\$40 billion (A\$38 billion). "Christchurch will look very different to the pre-earthquake city. It's an ever-changing landscape," said Michael.



GENIE SERVICE SUPPORT GOES ROUND THE CLOCK



WHEN YOU CHOOSE A GENIE PRODUCT, YOU KNOW YOU'LL GET MORE THAN EQUIPMENT DESIGNED FOR RELIABILITY, EASY OPERATION AND UNCOMPROMISING SAFETY. YOU CAN ALSO RELY ON TAILORED SERVICE AND SUPPORT FROM A TEAM THAT UNDERSTANDS YOUR CHALLENGES.

"We offer the best breakdown service in the Australian access industry with average response times of two hours in metropolitan areas," said Mitch Ely, National Operations Manager, Terex AWP. "We also have fully-equipped service vehicles that carry a large range of spare parts."

In addition, the specialists attached to the Genie Service Department are fully-trained technicians, who will strive to meet our right first time policy. "We have 15 service technicians across Australia who can respond rapidly to ensure our customers maintain fully-operational fleets at maximum capacity," said Mitch.

REAL PEOPLE NOT MACHINES ANSWERING YOUR CALLS

Nonetheless, Terex AWP or the Genie team refuse to rest on its laurels, and has upped the ante by extending service department operations.

"We pride ourselves on answering a call after hours and not via a messaging service," said Ely. "With our Service Department, a specialist will answer the phone no matter what time of the day it is. This is very rare in our industry. Moreover, when a customer calls, they can expect the best technical advice available in the marketplace."

Furthermore, it doesn't matter whether you're located in Perth, Palmerstone, Parramatta or Port Moresby, there is a territorial Genie service manager to help keep your fleet operational. (See page 11 for state and country contacts, their photos and mobile phone numbers). We also provide a dedicated after hours Toll Free number 1800 331 600 as a backup service, which dials directly into the Service Department.

FULLY TRAINED AND HERE TO HELP

The members of the Genie Service Department are factory-trained and highly-skilled experts. "They know our products and their skills are maintained to the highest level by participating in quarterly internal training sessions to keep up-to-date with current technology."

Genie service specialists are trade qualified. "This means they have some form of mechanical trade. They augment this expertise by attending our ongoing training," said Ely." They know how to work with all the latest diagnostic equipment. This equipment is unique to Genie and is critical in getting our customers' machines operational again."

QUALITY AND SERVICE IS PART OF THE GENIE CORPORATE DNA

Uniquely, the Service Department has the total support of our management team to keep customers' machines fully operational around the clock. "The Service Department has the backing of management to step outside the normal boundaries to get a Genie machine fixed, and operating at full capacity," said Ely. "The quality of our aftermarket service is critical to the Genie value proposition. Our products are market leading, so having a level of service that beats the rest of the industry is central to our customers coming back to us time and time again."

"The Genie team has a saying 'yes before no.' In other words, we will always go out of our way to get a machine back on the road," said Ely.



GENIE SERVICE MANAGERS AND THEIR DIRECT CONTACT DETAILS

You've read about the Genie Service Support team's reputation for quality customer service and rapid response times. Now meet your local Genie service managers, and find out how to contact them to get your equipment back on the job as quickly as possible.



TONY HILLIER

QUEENSLAND AND PAPUA NEW GUINEA SERVICE MANAGER

 MOBILE
 0409 054 177

 AFTER HOURS SERVICE
 1800 331 600

 TECHNICAL SUPPORT
 1800 331 660

 PARTS
 1800 788 633

 EMAIL
 TONY.HILLIER@TEREX.COM

TONY.HILLIER@TEREX.COM



TIM MERRITT VICTORIA AND TASMANIA

 SERVICE MANAGER

 MOBILE
 0419 022 016

 AFTER HOURS SERVICE
 1800 331 600

 TECHNICAL SUPPORT
 1800 331 660

 PARTS
 1800 788 633

 EMAIL
 TIM.MERRITT@TEREX.COM



PAUL GREVILLE WESTERN AUSTRALIA AND NORTH TERRITORY SERVICE MANAGER

 MOBILE
 0408 010 039

 AFTER HOURS SERVICE
 1800 331 600

 TECHNICAL SUPPORT
 1800 331 660

 PARTS
 1800 788 633

 EMAIL
 PAUL.GREVILLE@TEREX.COM



PHIL MACKENZIE

NEW SOUTH WALES AND NEW ZEALAND SERVICE MANAGER

MOBILE 0407 123 934

AFTER HOURS SERVICE 1800 331 600

TECHNICAL SUPPORT 1800 331 660

PARTS 1800 788 633

EMAIL PHIL.MACKENZIE@TEREX.COM



JASON HARVEY

SOUTH AUSTRALIA SERVICE MANAGER

 MOBILE
 0400 719 352

 AFTER HOURS SERVICE
 1800 331 600

 TECHNICAL SUPPORT
 1800 331 660

 PARTS
 1800 788 633

 EMAIL
 JASON.HARVEY2@TEREX.COM



MICHAEL CARMODY

NATIONAL GROUP PARTS MANAGER

 MOBILE
 0418 662 011

 AFTER HOURS SERVICE
 1800 331 600

 TECHNICAL SUPPORT
 1800 331 660

 PARTS
 1800 788 633

 EMAIL
 MICHAEL.CARMODY@TEREX.COM



Equipment Financing That Works For You

At Terex Financial Services™ we know the importance of working closely with our customers to understand the unique challenges of your business. We offer a wide range of effective finance solutions, structured to complement your cash flow and budgets.

Dedicated to supporting Genie customers, we can work to structure finance to accommodate your unique business circumstances. Our products include Hire Purchase and Chattel Mortgage, Finance and Operating Leases.

Contact Adam Phillips on 07 3456 4412 or email: adam.phillips2@terex.com







Queensland

Victoria / Tasmania David Greene m. 0407 753 919

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

Brent Markwell m. *0439 770 159* **Western / South Australia**

Peter Stephens m. 0407 131 710

THANK YOU FOR YOUR BUSINESS!

Effective Date: WINTER 2015. 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. 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. ©2015 Terex Corporation. All rights reserved.