

BlueNews

SPRING 2014

GENIE DELIVERS

Secondary Guarding
Solutions for
Operators

GENIE LIGHT TOWERS

Lighting up the roads
for NA Group

ALFABS

Invest in Overhead
Protective Systems

YOUNGMAN

RICHARDSON & CO

Builds Genie market
strength in NZ





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.

As we go to print I am happy to report that most States of Australia and NZ are reporting a solid increase in non-residential construction activity and a corresponding increase in fleet utilization. However, I am yet to see any meaningful increase in rental rates which is a concern

for the whole industry with ROI being so critical to the long term health of rental companies.

There are pockets of Australia which are experiencing unprecedented building activity like Darwin. All our major customers are busy preparing for the Inpex LNG project and other associated infrastructure and Genie will be there to support their growth. In November we will be opening our new Darwin branch which will carry an extensive range of genuine parts and our facility will be large enough to do service and PDI work.

Another hot topic of discussion for our industry is operator protective structures. Genie has been proactive in this area and already has two options for our customers. Firstly, we offer an Operator Protective Structure (OPS) which features a tubular steel protective frame and can be easily bolted and unbolted to platforms as needed. We are also offering an Operator Protection Alarm (OPA) which features a pressure sensitive horizontal bar that is fitted at waist height and below the boom lift's control panel. Both are available to customers through our parts department and on new machines.

In this issue we also put the spotlight on our NZ distributor – Youngman Richardson & Co (YR). YR have been our business partners since Genie first set up in Australia 17 years ago and they have firmly established Genie as the number one access supplier in NZ. They are a true distributor in every sense of the word with an extensive parts holding and fully trained access service technicians supporting the Genie® product. Happy reading!



MIKE DAVIS

Vice President and
Managing Director,
Terex AWP Asia Pacific

REPORT ON THE ASIA PACIFIC REGION BY MIKE DAVIS

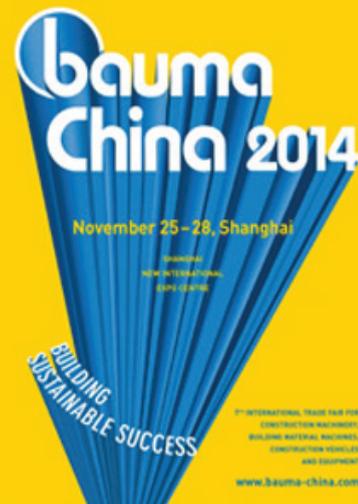
GENIE CONTINUES TO EXPAND ITS GLOBAL MANUFACTURING CAPACITY WITH THE CHANGZHOU, CHINA FACILITY NOW MANUFACTURING AND SHIPPING GENIE® S™-80 AND S™-85 BOOMS.

They join a growing list of products built in the facility including most slab scissors models, Z™-45's boom lifts, and super booms. This fits well with our business model as we are manufacturing identical models to the US and Europe, but

closer to our key markets in Asia Pacific. The Terex AWP team in Changzhou, China is establishing a great track record of bringing new models into production quickly and smoothly.

Global delivery of the Genie® SX-180 boom lift continues with Southeast Asia receiving its first SX-180 boom. The official launch to the region was held in Singapore during October to a large group of dealers from throughout the region. It is currently the tallest self-propelled telescopic boom lift in Southeast Asia.

Sydney is developing into a hotspot of activity after many years of non-residential construction being flat. The first phase of the Bangaroo project in central Sydney has begun. Currently, it is only a small part of what is planned and when complete, will totally change the skyline of the city. Likewise there are plans underway for bigger highways, tunnels, and even a second airport. Our customers are feeling very positive about the market in coming years.



NOVEMBER 25-28 2014

BAUMA CHINA 2014 IS SET TO OPEN IN JUST A FEW WEEKS AT THE SHANGHAI NEW INTERNATIONAL EXPO CENTRE. THIS IS THE BIGGEST CONSTRUCTION EXHIBITION IN OUR REGION AND WILL BE STAGED FROM NOVEMBER 25TH TO 28TH, 2014.

Once again Genie will be a prominent exhibitor at this important show. Held every two years, bauma China is the international trade show for construction machinery, building machines, construction vehicles and equipment. Come visit us at the Terex stand C12.

If you wish to attend, it's not too late to register. Contact your Regional Sales Manager who can assist you with further information and details.

GENIE ESTABLISHES DARWIN BRANCH

CUSTOMER SUPPORT IN THE DARWIN MARKET IS SET TO BE STRONGER THAN EVER WITH GENIE COMMITTED TO ESTABLISHING A TECHNICAL SUPPORT BRANCH. THE NEW GENIE BRANCH IN DARWIN IS EXPECTED TO BE COMPLETELY OPERATIONAL DURING NOVEMBER.

The driving force behind the new branch is the increase in construction and large projects in Darwin. Genie access equipment is in high demand and Genie is committed to supporting these customers exactly where it is needed.

The new Darwin branch brings to six, the number of parts and service branches operated by Genie in Australia.

Full details will be included in the next edition of Blue News.

CUSTOMER FEATURE

LIGHTING UP THE ROADS FOR THE NIGHT CREW

EVERY WEEKNIGHT AS THE WORKING DAY FOR MOST COMES TO AN END, THE ROAD CREWS PULL OUT OF THE NA GROUP DEPOT IN SYDNEY'S SOUTH WEST. EACH CREW IS FULLY EQUIPPED AND DESTINED TO SPEND THE NIGHT HOURS UNDERTAKING ROAD MAINTENANCE.

Trucks in the NA Group are now towing a new Genie® AL6-6000 light tower following a complete upgrade of lighting equipment at NA Group.

Company Director Nick Argyropoulos grew up in a family-based road and civil works business. In 1997 Nick set up his own business, NA Group. Today, the NA Group division holds a series of key contracts to maintain Sydney metropolitan roads. This includes both concrete and asphalt pavements for various councils, NSW road authorities and large civil companies.

"Most of our work is performed at night to minimize disruption to traffic," said Works Manager, Kerry Tambakes.

"We have scheduled maintenance work to do every night, but we also attend to emergency call outs on some of Sydney's busiest roads such as the M5 freeway."

Due to the nature of their job, work site lighting is paramount to good work practices and quality. NA Group owned three light towers and

then brought in additional lighting equipment from the hire industry as and when needed.

"Our old light towers were starting to show signs of wear and tear so we decided to seek out a better alternative."

"The key criteria was to get an Australian built product so that the product was fully backed with the best support service possible. That is why we looked at the new Genie® towers which are manufactured in Sydney," Kerry Tambakes said.

"We took an AL6-6000 light tower from Genie on a week trial and also a second tower from a competitive company. The Genie AL6-6000 light tower instantly won over the guys working on the night shift. The light was noticeably stronger and the Genie units were much better to tow than our old models."

The decision to purchase the four new Genie AL6-6000 light towers was an easy one to make.

Michael Scott, Genie Regional Sales Manager demonstrated the light towers explaining that parts are straightforward to source and local onsite service and warranty support is available. The quality is first rate and the Genie light towers perform well in the toughest of environments for example rental and mining.

"This is the first time that we have had Genie equipment in our yard and we're very impressed," Kerry Tambakes said.

"Each of the towers logs up 250 hours operation every four weeks, so they have been put to the test and come through with flying colours."

LIGHT TOWER FACTS

SPECIFICATIONS

| MODEL | AL6-6000 | AL6-9000 |
|------------------------------|----------|----------|
| LAMPS | 4 x | 6 x |
| Metal Halide | 1500W | 1500W |
| HEIGHT (mast fully extended) | 8.40 m | 10.00 m |
| HEIGHT (mast lowered) | 2.30 m | 2.30 m |
| LENGTH (drawbar retracted) | 2.45 m | 3.30 m |
| LENGTH (drawbar extended) | 3.25 m | 4.05 m |
| WIDTH | 1.80 m | 1.80 m |
| GROUND CLEARANCE | 0.28 m | 0.28 m |



GENIE DELIVERS OVERHEAD PROTECTION FOR OPERATORS

THE INDUSTRY DEMAND FOR ADDITIONAL OVERHEAD PROTECTION FOR BOOM LIFT OPERATORS IS THE DRIVING FORCE BEHIND THE RELEASE OF TWO NEW OVERHEAD PROTECTIVE SYSTEMS FROM GENIE. THE OPERATOR PROTECTION STRUCTURE (OPS) AND THE OPERATOR PROTECTIVE ALARM (OPA).

OPERATOR PROTECTIVE SYSTEM

The OPS is a secondary guarding solution which can be fitted to Genie® articulating or telescopic boom lifts. It is specifically designed to provide secondary protection for operators in the event of contact with an overhead obstacle in certain applications.

The Genie OPS features a tubular steel protective frame that transfers kinetic energy into surrounding structures. The design of the OPS ensures that excellent visibility is maintained with virtually no obstruction to the work area.

Weighing just 16 kgs, the OPS can be specified as optional equipment with new Genie orders. Alternatively, it can be retrofitted to most Genie boom lifts with a platform width of 1.83 m (6 ft) or 2.44 m (8 ft). Also it can be readily transferred from one Genie boom lift to another as needed.

This capability to fix the OPS as required is particularly useful for the hire and rental market.

Genie has initiated a compliance program to ensure that the OPS meets AS-1418.10 and will not impinge stability requirements. This involves re-certifying stability testing of specific boom lifts which can accept the OPS.

OPERATOR PROTECTIVE ALARM

The Genie OPA system provides a secondary guarding solution for workers operating at height. 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.

The OPA system is as unobtrusive as possible, featuring a pressure sensitive horizontal bar that is fitted at approximately waist height and below the boom lift's control panel.

When pressure is placed on the bar, the system is activated. When activated all boom movement stops immediately.

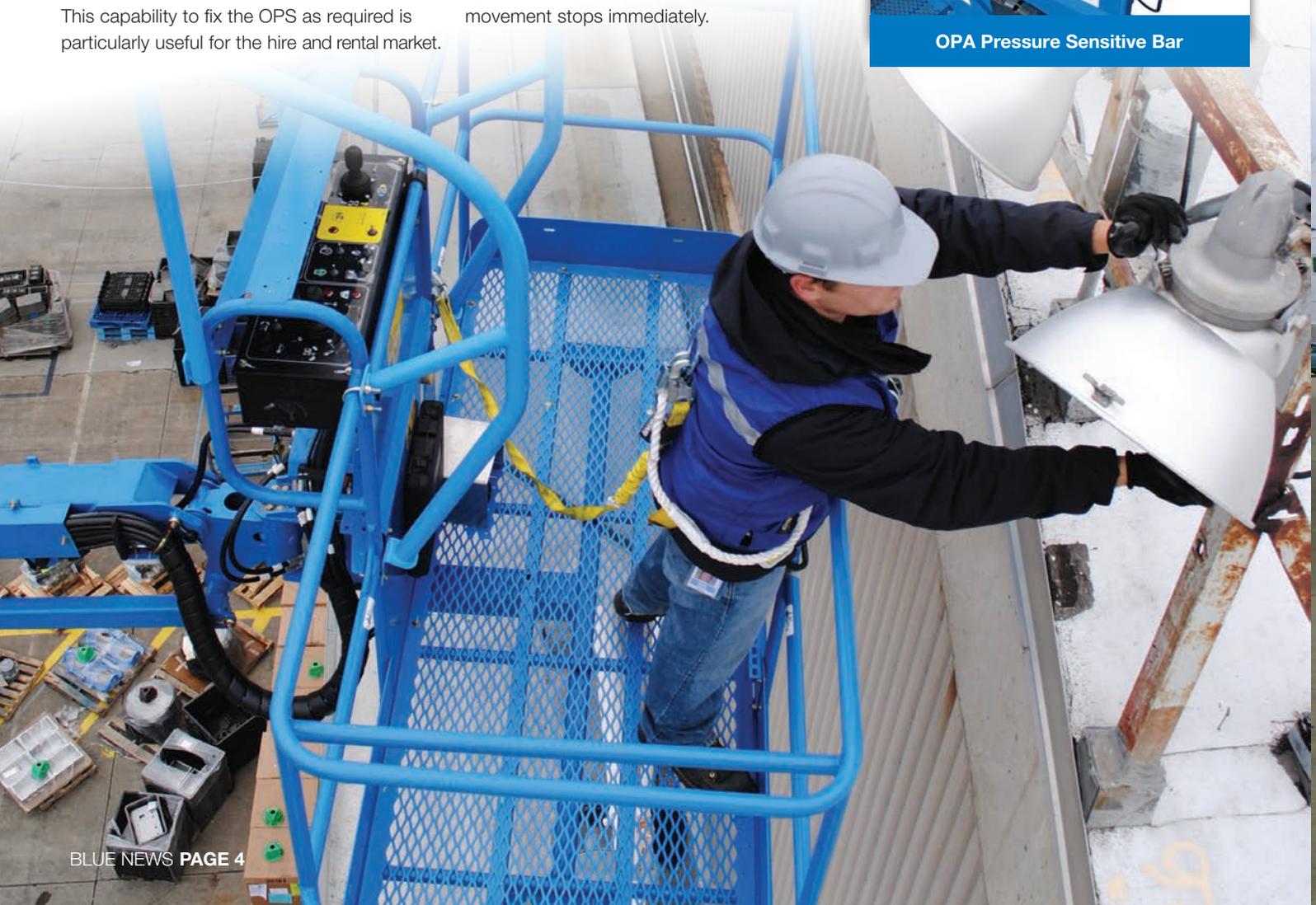
An audible alarm sounds and a light flashes. The system also features a re-set button to assist in the event that the system is inadvertently activated.

The Genie OPA can also be moved from machine to machine. This system is factory installed as an option when specified on new equipment. It can also be retrofitted to any Genie articulating or telescopic boom model manufactured after 2002.

For more information visit genielift.com.au or contact your sales representative.



OPA Pressure Sensitive Bar



CUSTOMER FEATURE

ALFABS - INVEST IN OPERATOR OVERHEAD PROTECTION

THE EAST COAST BASED ALFABS GROUP IS A WELL ESTABLISHED HEAVY ENGINEERING COMPANY WHICH PRINCIPALLY SERVICES THE MINING INDUSTRY. AS A COMPANY COMMITTED TO WORKPLACE SAFETY, ALFABS WERE ONE OF THE FIRST COMPANIES IN AUSTRALIA TO ORDER AND INSTALL THE GENIE OPERATOR PROTECTION STRUCTURE (OPS).

Alfabs were the first company to fit OPS to all Genie® units in their fleet. Up until about a year ago, Alfabs sourced access equipment for their contractual needs from a local hire company.

However, to provide a heightened level of customer support, Alfabs established their own access hire division bringing into their operation a range of Genie® boom lifts

which included the Genie® Z™-135, Genie® Z™-80/60 and Genie® Z™-45/25 models.

Alfabs has a diverse range of operations which covers steel fabrication, a large paint shop and the design/construction of underground mining equipment. The access hire division is relatively small but is set to grow steadily in line with client demand.

Following a well publicised mining incident in NSW, Alfabs took it upon themselves to upgrade their Genie® fleet for the benefit of their customers the safety of operators.

“I was aware that Genie had an OPS system available,” said Roger McLoughlin, Business Development Manager at Alfabs. “We began working with Brent Markwell at Genie to have the OPS units fitted to all of our Genie boom lifts when they were delivered. We believe that this was the responsible action to take for the benefit of our customers.”

All of the Genie boom lifts operated by Alfabs are used in above ground work situations. All three Genie® Z™-80/60 boom lifts are factory fitted with the OPS and are out onsite and working with customers.

“At Alfabs we take operator safety very seriously. Following the incident in NSW, we took the initiative and introduced the OPS program well before the Government investigation was completed and any recommendations presented.”

“Genie provided first rate support not only to us but also directly to our clients. Their delivery, handover and training processes are the very best in the business by far.”

“It is important to support our clients in every way possible. Our clients appreciate our initiative in this respect, especially as we offered the extra safety OPS feature without any increase in the hire rate.”



CONSIDER THIS FOR EQUIPMENT FINANCE

THERE IS A TIME AND PLACE FOR DIFFERENT TYPES OF BUSINESS FINANCE.

Often banks may seem to be the preferred place for credit but you need to also consider manufacturers' "captive" finance programs. They may provide greater structuring, flexibility, terms, and payment options while simultaneously providing an alternative source of capital.

1 Matching the type of financing with your business needs is crucial in delivering positive financial results. For example, what agreement type is most suitable? Chattel Mortgage (Specific Security Agreement), Commercial Hire Purchase or Lease? What is the most effective structure? Seasonal Payments, repaying the GST as a bulk amount after its claimed in your BAS? Fully amortised or a balloon payment?

2 Prepare a detailed business plan on how you will go about repaying your business loan. Be sure to highlight in your business plan how the additional finance will support the future mission of your business. A well developed business plan will be a great help in securing a line of finance with Terex Financial Services™ (TFS).

3 Get to know the business professionals at TFS. They are Terex Team Members that have many years of experience in the rental channel. They can aid and assist you in developing the appropriate financing / leasing strategies for your business.

4 Establish a relationship today - to get your business finance across the line tomorrow.



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CUSTOMER FEATURE

73 HIRE - GROWING WITH GENIE

FROM SMALL BEGINNINGS, LARGER BUSINESSES GROW. 73 HIRE IS A YOUNG EQUIPMENT HIRE BUSINESS, SITUATED ON HIGHWAY 73, NEAR DARFIELD ABOUT 50 KM WEST OF CHRISTCHURCH IN NEW ZEALAND.

Owner operators Les Barnett and Catherine Field achieved a milestone in their fledging business when they took delivery of their very first Genie® product, a Genie® GS™-2669 RT scissor lift. Servicing a rural community with hobby farmers and local trades, 73 Hire has an excellent range of small farm machinery and general hire equipment.

"We were getting enquiries for scissors from local builders and contractors," said Catherine Field.



"While we cross hired whenever we could, it was becoming difficult to cover all needs. So we did our research and purchased the Genie® GS™-2669 RT scissor lift from Youngman Richardson & Co"; NZ Genie distributor.

In the short time that 73 Hire have had the Genie scissor lift in their fleet, it has been well utilized by customers. In the first week it was out of the yard for four and a half days.

"We're really happy with the Genie® scissor lift," Barnett said. "As we grow we'll get more Genie® access equipment.

It's a matter of whether we go for a bigger scissor next or look at smaller lifts to fit through doorways."

YOUNGMAN RICHARDSON & CO BACKS ANNUAL NZ CONFERENCE

THE ANNUAL HIRE INDUSTRY ASSOCIATION OF NEW ZEALAND (HIANZ) CONFERENCE WAS STAGED IN THE SCENIC CITY OF ROTORUA FOR 2014. COMPRISING A TRADE SHOW, CONFERENCE AND AWARDS DINNER, THERE WAS ALSO A SOCIAL ASPECT WITH DELEGATES PARTICIPATING IN THE ANNUAL PRESIDENTS CUP.

The two-day trade show was a massive success with the highest number of attendees in seven years registered for

the event. The workshop/business sessions included educational and motivational speakers who enthralled all those who attended.

The annual HIANZ conference is an ideal setting for suppliers to the hire industry exhibiting products and networking with customers. Youngman Richardson & Co (YR & Co) did a fantastic job promoting and supporting the Genie® product. YR & Co continually position Genie as a global leader in EWP's. YR & Co is a Principal Sponsor of HIANZ.

Next year will be an amazing opportunity for delegates from NZ and Australia as the 2015 HIANZ Conference will be held in Christchurch. Witness the rebuild of Christchurch firsthand and be inspired by the determination of Canterburyans to meet the significant challenges in their city.



YOUNGMAN RICHARDSON & CO, BUILD GENIE MARKET STRENGTH

FOR ALMOST 35 YEARS, YOUNGMAN RICHARDSON & CO HAS BEEN SUPPLYING WORLD LEADING CONTRACTING AND INDUSTRIAL MACHINERY TO DISCERNING BUSINESSES IN NEW ZEALAND. SINCE 1999, GENIE® EQUIPMENT HAS BEEN DISTRIBUTED AND SUPPORTED IN NZ BY YOUNGMAN RICHARDSON & CO WITH THE GENIE® BRAND ENJOYING SIGNIFICANT MARKET SHARE.

The values which led to Youngman Richardson & Co (YR & Co) being founded by Bob Youngman and Tim Richardson in 1981 remain at the heart of the business today.

YR & Co is a family business based on delivering quality equipment, backing it with market leading service and conducting business with the most ethical of values.

The fit between YR & Co and Genie is the perfect match. Quality, service and ethics. Genie is a world leading manufacturer of high quality equipment and this sits very comfortably alongside the suite of brands that YR & Co manage in the NZ market.

YR & Co have their head office in Auckland. This is a substantial operation with 4,500 m² devoted to showroom, retail shop, administration, warehousing and technical support. On the South Island at Christchurch, YR & Co has an impressive regional facility offering offices, showroom, warehousing and technical support.

“Through the tough years of the Global Financial Crisis (GFC), NZ took a big hit in the building and construction sectors,” said Ed Richardson, Sales and Marketing Director of YR & Co.

“Gladly the market has come through the GFC and we are now seeing and experiencing expansion in the market. Demand for Genie® equipment is as strong as ever, evenly spread across all product segments.”

“We are experiencing very solid growth within the hire and rental market, the very customers that this company was developed to serve. However, equally strong is our association with the construction market and our direct supply channels who are now a very big part of our business and growth.”

As an indication of the strength of the NZ market, YR & Co sold and delivered the first Genie® SX-180 boom lift to the Auckland based company Rich Rigging. The success of that sale has led to Rich Rigging ordering a second Genie® SX-180 boom lift.

While distributing the Genie® product is a core capability, YR & Co shares the Genie commitment to product support. There are dedicated training centers at both the Auckland and Christchurch branches. In addition the service operation is being expanded to now include five workshop team members in Christchurch and six in Auckland.

A fleet of new YR & Co field service utes are also on order.

According to Michael Scott, Genie Regional Sales Manager NSW/NT/NZ the association between Genie and YR & Co is first rate.

“We have the utmost respect for the job the YR & Co are doing for Genie products and Genie customers in the NZ market,” said Scott.

“YR & Co is totally committed to the AWP industry being active in HIANZ and supporting the industry association as their Principal Sponsor. Ed Richardson and his team have fully embraced the Genie proposition; it’s a highly valued partnership that we continue to enjoy with YR & Co.”



Left: Ed Richardson - Sales and Marketing Director, YR & Co, and Owner Murray Rich - Rich Rigging



GENIE SX-180 BOOM LIFT DELIVERING MAINTENANCE EFFICIENCIES

DANISH WIND TURBINE MANUFACTURER VESTAS WIND SYSTEMS IS CONTINUALLY LOOKING FOR WAYS TO INCREASE EFFICIENCY IN THEIR TURBINE MAINTENANCE AND REPAIR OPERATION. ON A RECENT PROJECT TO RETROFIT 50 UPPER MICHIGAN TOWERS WITH LIGHTNING-DETERRENT TIPS, VESTAS CREWS UTILIZED FOUR NEW SELF-PROPELLED GENIE® SX-180 BOOMS.

Offering 54.86 m (180 ft) of vertical reach, the new boom is the largest unit that Genie currently offers. The four Genie SX-180 booms played a key role in completing the project ahead of schedule.

Part of the Vestas after-sale service is a maintenance contract with the companies that purchase their turbines. Exelon Corp. owns and operates the wind farm called Michigan Wind 2 with 50 turbines on site. Vestas was contracted to install lightning-deterrent copper tips on the blades of all of the 50 turbines.

Even at their lowest position, the turbine tips are better than 155 ft off the ground, so access to the work area is, at best, challenging. Though they'd done this type of work countless times in the past, when considering the pending work, Vestas felt it was time to look into a better means for accessing the blade tips.

The solution came in the form of the Genie SX-180 boom, released at the right time. Vestas is constantly looking for more efficient and cost-effective ways to do the job and these lifts, by nature of their much shorter setup time, looked to be a great solution.

Vestas engineers particularly liked the fact that the new Genie SX-180 booms offered 54.86 m (180 ft) of reach, about 7.62 m more than they actually needed to do the retrofits. With an extra 7.62 m of reach, additional opportunities like looking further up each blade for lightning damage or leading edge erosion become possible.

The procedure for retrofitting the blades with the lightning deflectors was fairly simple. Using controllers in the tower, workers moved the rotor into the appropriate position with the target blade pointing downward, and then locked it in place.

Once in position and secured, the crew boom up to the blade, remove the existing lightning receptor and, using a combination of bolts and an adhesive, affix the new copper tip to the blade.

The Genie SX-180 boom lift offers a number of features found to be beneficial in the turbine project. These include a 2.44 m (8 ft) X 0.91 m (3 ft) work platform (ideal for two men and the equipment needed for the retrofit), a XChassis™ width that expands from 2.99 m (8' 2") to 5.03 m (16' 6") (which provided impressive overall stability) and a 3.48 m (10 ft) jib that rotates 60° horizontally and 135° vertically.

The crews report that having movement on the jib had been a real asset on this project. They've been able to access specific work areas much easier than in the past. As a result, production rates have been very favorable.

Vestas has used alternative methods for turbine maintenance and repair in the past, but have found the Genie SX-180 booms to be ideal from both a performance and operational cost standpoint. The alternatives include truck-mounted booms and suspended platforms. By using the Genie SX-180 boom, Vestas has experienced a reduction in overhead and associated standby costs.

ACCESS HIRE OPENS NEWCASTLE BRANCH

TO SERVICE THE GROWING NEEDS OF THE NEW SOUTH WALES CONSTRUCTION AND MINING INDUSTRIES, ACCESS GROUP AUSTRALIA HAS ESTABLISHED AN ON-THE-GROUND ACCESS HIRE AUSTRALIA DISTRIBUTION DIVISION AND FACILITY IN THE CITY OF NEWCASTLE.

Access Hire, a specialist division of Access Group, has opened a new branch office in Hexham, Newcastle.

According to Tom Fraser, Group General Manager for Access Group, the NSW facility will deliver east coast clients with an improved service for hiring and buying quality EWPs.

"We established this branch after close consultation with our local NSW clients and expect the business to deliver positive economic benefits to the City of Newcastle as well as its surrounding districts."

"Strategically, the time to set up shop in Newcastle was right. The government's planned revitalisation and urban renewal of Newcastle provided the impetus for us to expand our national footprint into this area."

Industry professional and Newcastle local, David Tripodi, who has over of 12 years of experience with the major projects and construction industries, is spearheading the operation.

"While we've been servicing clients in the region with satellite operations for many years, our new premises represent an important opportunity for the construction industry, not only in Newcastle, but more broadly throughout NSW and Queensland." David Tripodi said.

With construction earmarked as one of Australia's ongoing economic success stories, Tripodi believes the value Access Hire will bring to the region will be welcomed by the industry.

"The biggest advantage to NSW customers is we offer the whole solution; from hire and purchase through to specialist transportation and equipment service and repairs."



WA EWPA - TRADE NIGHT

THE ACCESS GROUP RECENTLY HOSTED AT THEIR FACILITY IN CANNING VALE, A COMBINED EWPA AND HRIA TRADE NIGHT. THIS WAS THE SECOND SUCH MEETING FOR 2014.

The industry backed trade nights are an excellent opportunity for people from all segments of the industry to meet and discuss industry trends. Beyond the formal meetings, the trade night is also taken as an opportunity to view and

discuss best practices, and showcase products and innovation.

The function was a superb opportunity for Genie to display its new colour scheme as seen on the Genie® GS™-2669 RT scissor lift.

It was also a timely opportunity to present the new Genie® Operator Protective Structure (OPS) for members of the industry to see firsthand.

Genie is a dedicated supporter of both the EWPA and HRIA.

As a leading entity in the Australian industry, we are committed to actively participating and backing these events.



Peter Stephens - Genie Regional Sales Manager WA/SA,
Justin Trott and Kamal Haddad - STES

OPERATIONS GROUP REINFORCES GENIE “CAN-DO” PRINCIPALS

THE RESTRUCTURE OF THE GENIE SUPPORT SERVICES IN AUSTRALIA HAS BEEN ACTIONED WITH A SINGLE OBJECTIVE IN MIND – TO PROVIDE INDUSTRY LEADING AFTERMARKET SUPPORT TO GENIE CUSTOMERS.

With the introduction of the Operations Group, the core functions of parts, service, engineering and the technical department at Genie are now brought together under a single banner.

According to Mitch Ely, National Operations Manager at Terex Aerial Work Platforms, the focus on ‘the customer’ is now sharper than ever.

“The new Operations Group allows us to allocate resources much better than before,” Ely said.

“We are able to take a holistic approach to the needs of Genie customers because our support services are all working collaboratively to achieve the same objective.



Our starting position with customers is one of a ‘can-do’ attitude.”

“Our job is to help, support, guide and assist where and when needed.”



SAVE BIG DURING THE AUSTRALIAN GENIE PARTS CLEARANCE SALE

Visit our website genielift.com.au for more information

To purchase parts contact **Michael Carmody** at michael.carmody@terex.com or **0734564460** or **0418662011**

Genie
A TEREX BRAND
CLEARANCE SALE



SMARTLINK™ CONTROL SYSTEM

GENIE HAS RELEASED AN UPDATE TO ITS EXISTING SMARTLINK™ CONTROL SYSTEM. THE SMARTLINK CONTROL SYSTEM IS AN ALL-IN-ONE SYSTEM FOR OPERATING, TROUBLE SHOOTING, MAINTAINING AND UPDATING GENIE® ELECTRIC SCISSORS.

Developed to meet the expectations of Genie customers, the SmartLink system upgrade includes a new, intuitive platform controller user interface, as well as additional functionality such as proportional lift and control on the joystick. The upgrade will also reduce hand fatigue by replacing the “push and hold” with a “momentary push” button to begin lifting on the joystick. To make user experience even easier on existing machines, the upgrade may be quickly retrofitted in the field.

“The SmartLink upgrade is a clear example of how we continuously improve our products to provide additional value to our customers,” said Brad Lawrence, General Manager, Terex AWP Australia.

“Early customer feedback has been enthusiastically received.”

The SmartLink system, first introduced in 2011, allows customers to interact with the machine’s diagnostics directly on the unit without any additional tools. Advanced diagnostics can be obtained by simply connecting a standard laptop to the machine with an ethernet cable. For customers, this solves the most difficult portion of troubleshooting a unit and is also unique to Genie products.

The SmartLink system upgrade applies to Genie® scissor and portable products that use the SmartLink control system including the GR, GRC, QS, slab scissors and GS69DC/BE scissors.

Retrofit kits will be available in Australia from October with in-field upgrades easily actioned. The upgrade kit includes a software update, controller overlay, decal kit and replacement manuals.



NON-MARKING TYRES SUIT GENIE® Z™-34/22 BOOM

THE GENIE Z-34/22 IS A POPULAR AND VERSATILE BOOM LIFT WHICH IS OFTEN USED IN INDOOR SITUATIONS, WHERE THERE IS THE POTENTIAL FOR UNSIGHTLY MARKS TO BE LEFT ON SOME FLOOR SURFACES. A SIMILAR PROBLEM CAN EXIST IN OUTDOOR AREAS WITH ARCHITECTURAL FINISHES TO PAVED AND CONCRETE AREAS.

However, by fitting a set of non-marking tyres from Genie, the problem is solved. The non-marking tyres feature a distinctive grey tread making them easily identified from the standard all black Genie™ tyres.

The non-marking tyres can be used both outdoors and indoors ensuring that utilization from start to finish is maximized. Moreover there is no compromise in traction or general performance between the two different styles of tyres.

As the name implies, the non-marking tyres from Genie minimise scuff marks on sensitive floors. This makes job site cleanup quicker, easier and less expensive.

The Genie Z-34/22 boom lift non marking tyres can be specified to be supplied with new machines, or retrofitted as an after-market part for existing machines.



GENIE TECHNICAL DEPARTMENT DOES THE HEAVY LIFTING

THE TECHNICAL DEPARTMENT IS SPECIFICALLY FOCUSED UPON TRAINING, TECHNICAL SUPPORT INCLUDING PHONE SUPPORT AND QUALITY CONTROL. SUPPORTING THIS GROUP IS A 12 MONTH OPERATIONAL PLAN DESIGNED TO ACHIEVE KEY OBJECTIVES THROUGHOUT THE ASIA PACIFIC REGION.

Quality is the cornerstone of any successful operation and Genie is no exception. The quality program will see a three way connection established linking the Genie global manufacturing plants, customers and Genie team members. Quality issues experienced by customers will be matched against output from the factory.

Short term solutions will be implemented at the PDI level to ensure quality expectations are met.

In the realm of technical training, schedules are to be established to allow the accurate delivery of technical training to customers and team members.

Technical support is to be further enhanced so as to supply a high level of support via the Genie call centre in the Asia Pacific region. The call centre is to operate with the team having the highest level of technical knowledge available to Genie team members.

"We are absolutely committed to the Technical Department and its objectives. It is central to delivering the Genie value proposition to customers and end users." said Mitch Ely.



GENIE ON-LINE TRAINING MORE ACCESSIBLE

CUSTOMER SUPPORT AT GENIE HAS BEEN STRENGTHENED WITH THE ON-LINE TRAINING PROGRAM NOW MORE ACCESSIBLE THAN EVER. THE TECHNICAL SUPPORT DEPARTMENT AT GENIE HAS REDUCED THE COST OF TRAINING MODULES.

There are currently 20 on-line training modules available. These cover basic, intermediate and advanced courses. The twenty modules include various units on boom lifts, scissor lifts and trailer mounts.

The Genie on-line training program allows customers to participate in training at a time, place and pace that best suits them.

Genie customers will now pay just \$150 per training module. Customers who previously bought a training seat under the old pricing structure can claim a free Genie training seat and reap the benefits of further training.

"Our objective is to increase the skills of more technical support people by providing training in a variety of formats," said Mitch Ely, National Operations Manager at Terex Aerial Work Platforms.

"The on-line training program has proven a great benefit to our customers."



PRE-DELIVERY INSPECTION (PDI) TEAM EAST COAST

After a new Genie® unit arrives it passes through the PDI department before being delivered. Our Brisbane PDI service centre technicians perform a final inspection so your Genie equipment is ready for work the same day that it is delivered to you.



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Trade Assistant



QLD

CHRIS WARE
Trade Assistant



QLD

TERRY NELIO
Trade Assistant

IMPROVED DRIVE GENIE SCISSORS CLIMB BETTER

THE DRIVE SYSTEM ON LARGER ELECTRIC SLAB SCISSOR LIFTS HAS BEEN FURTHER ENHANCED WITH A NEW, BEEFED UP DRIVE SYSTEM.

We listened to customers who reported difficulties when climbing ramps on trucks.

To overcome this issue, the pump displacement has been increased from 4cc/rev to 5.6cc/rev.

This increases the flow to drive motors, improving ramp climbing performance and getting the Genie scissor on the job site faster.



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THANK YOU FOR YOUR BUSINESS!

Effective Date: SPRING 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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