

# BlueNews



**NEW GENIE®**  
**Z™-60/37 FE**  
**PERFORMANCE AND**  
**ENERGY EFFICIENCY**

**Genie®**  
A TEREX BRAND

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**A QUARTERLY NEWSLETTER FOR OUR GENIE CUSTOMERS**

**EDITOR-IN-CHIEF**

Catherine Kerton, Genie

**WE VALUE YOUR FEEDBACK**

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**GOT A GREAT APPLICATION WHERE YOU HAVE USED YOUR GENIE EQUIPMENT?**

We would love to hear about it. Please contact [catherine.kerton@terex.com](mailto:catherine.kerton@terex.com)

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## Welcome to another edition of *Blue News*, the magazine for Genie customers throughout Australia and New Zealand.



**Brad Lawrence**  
General Manager, Terex AWP Australia

Christmas marks the end of the financial year for Genie Australia. As I reflect on last year, it certainly provided many challenges but also many successes, and I would like to thank all customers for their business in 2016.

We started 2016 by launching our new 3-year strategic plan which we hope will transform this business from our traditional "products focused" mentality to our new "end-to-end" solutions-provider vision.

Central to the new strategic plan was "Genie® 360 Support," and we launched two key components, Fleet Management Solutions and Genie Lift Pro, at the HRIA Convention in May. As part of our fleet management strategy, Genie Australia can now refurb equipment in any state of Australia.

We also developed an operator training solution called Genie Lift Pro which enables owners of Genie equipment to get their customers operating Genie equipment verified on specific Genie models. Both of these new products were in high demand in 2016, and I expect this will only increase in 2017.

The next 12 months is also looking very exciting from a new products perspective.

This year, we will be showcasing two new products in May at the HRIA, HIRE17 Convention in Sydney — the new Genie SX-135 XC™ and Z™-60/37 FE boom lifts. The new SX-135 XC is a stick boom with industry-leading reach of 90 feet, and our Z-60/37 FE is fully hybrid knuckle boom with excellent rough terrain capability. These products have been specifically designed to increase customer ROI by expanding their use, and this is only the beginning of what is to come with new products from Genie over the next three years!

When you look at the major construction projects about to start or already started in every state it is looking like 2017 will be a very busy year. In this edition, we feature an overview of some of these major projects which will be driving our industry in 2017 and beyond. It finally feels like construction activity is starting to take off!

**Happy reading, and as always, if you have any comments you can call me directly on 0408 884461 or email me at [brad.lawrence@terex.com](mailto:brad.lawrence@terex.com).**

## Upcoming events in 2017



**LAS VEGAS**

**7-11 MARCH 2017**



**HIRE17**  
Shaping the Future  
**ROSEHILL GARDENS SYDNEY**  
**10-11 MAY 2017**



# Access Solutions and Genie Proving to be the Perfect Partners in New Zealand

Access Solutions is a proud New Zealand owned and operated company, and one of the country's leading specialist access equipment and aluminium scaffold hire, service and sales companies.

With depots in Auckland, Wellington and Christchurch, Access Solutions has enjoyed a long and fruitful relationship with Genie. "We have bought many Genie machines through Youngman Richardson & Co (YR), the New Zealand distributor for Genie, over a long period," said Michael Biddick, Managing Director, Access Solutions. "In recent years, our relationship with YR and Genie has strengthened further, securing a wide variety of machines from small scissor lifts to big booms."

Developing stronger links with Genie under the watchful eye of Youngman Richardson & Co has proven a shrewd decision for Access Solutions, "We have found working with Genie to be very valuable," said Biddick. "This positive experience is at the core of why we went through the process of making Genie an important access equipment supplier."

"We're a solutions-based company, which is very much built on relationships with our customers and how we can support their businesses and partner with them. We take the same approach with our key suppliers. We look for long-term partnerships, and this is how we can deliver valued solutions to our clients."

## Full access to a broad range of customers

With over 450 access machines available for hire, Biddick describes Access Solutions as a full supplier to a wide variety of industry sectors in New Zealand. "Construction is a significant part of the New Zealand marketplace now, and we're supporting customers in this sector," said Biddick. "Our machines are being used in industrial maintenance activities, in warehouses, the full gamut of industrial services in reality." Furthermore, Access Solutions' machines service New Zealand's film industry. The access specialist is renting out machines for a wide variety of general maintenance activities too.

Looking ahead to 2017, Biddick believes the New Zealand economy is in a strong position. "The Christchurch rebuild has another 5-7 years left to run," he says. "No one appreciated how big the reconstruction of Christchurch was going to be because of the limitations of resources, along with the manpower needed to do it. It's a long game, not a short game." **G**

## Farmers, Access Solutions and Genie Prove a Perfect Partnership

Farmers, one of New Zealand's leading department stores, recently built a brand-new custom designed distribution centre in East Tamaki, Auckland, with the support of Genie and Access Solutions.

"The distribution centre is a state-of-the art complex, and Farmers rented a couple of Genie Z-80/60 booms, along with other equipment from us, to assist with the build and fit-out of the warehouse," said Michael Biddick, Managing Director, Access Solutions. "It was a completely new build, and we were involved for over six months. Farmers were delighted with our level of service, as well as the performance of the Genie booms."

# Genie SX-180 Cuts Costs and Boosts Efficiency at Tasmanian Wind Farm

North-western Tasmanian wind-farm operator Woolnorth Wind Farm Holding's recent choice to switch to the Genie SX-180 boom lift for servicing its turbines has significantly reduced the company's maintenance and running costs, as well as machine downtime.

The boom lift will be used at Bluff Point, where Woolnorth Wind Holdings operates 37 Vestas V66 wind turbines mounted on 60-m-high towers, as well as at nearby Studland Bay, where the company has 25 Vestas V90 wind turbines on 80-m-high towers. The V66's blades are 32 m long, while the massive V90 turbines have 44-m-long blades.

Woolnorth Wind Holdings has agreed to a long-term lease of the Genie SX-180 boom lift from Genie authorised reseller Specialist Access Equipment in Bell Bay, and the lift will be operated by contractors commissioned by Woolnorth.

## A first for Genie

It is the first time a Genie aerial work platform has been used to support a major wind-farm operation in Australia. "Prior to leasing the Genie SX-180 boom lift, Woolnorth used cranes with baskets to access the blades of the wind turbines. However, this solution didn't prove cost effective," said Don Jessup, Manager, Specialist Access Equipment. "The Genie SX-180 boom lift can be operated by either of the two blade technicians from the basket. With a crane, you can have two blade technicians in basket, but you also require a crane operator to be in the cab at ground level always. Moreover, the crane operator may not be called upon to do a single crane operation for hours at a time."

In addition, there is the tyranny of height, with the two blade technicians operating at anywhere between 130 to 180 ft in the air. "Given the sheer heights involved, the blade technicians may not have line of sight with the crane operator and have to communicate by two way when they need to move," said Jessup. In a Genie SX-180 boom lift, the technicians in the basket simply tweak the controls to move to a new section of the blade.

## A cost-effective solution

The fact that independent crane operators had to be brought in from Burnie, 90 minutes away, also added to the company's costs, he said. For instance, during inclement weather, Woolnorth was often paying the full rate for the crane to sit idly onsite. "Then when a clear day arrived, they'd need to contract the crane company to get an operator, who was 90 minutes away. This wasted time and good weather – or worse, an operator wasn't available.

"With the Genie SX-180 boom lift now stationed onsite, it can be moved from one turbine to another, to take advantage quickly of the good weather conditions, which helps reduce machine downtime. It is also used for a wider range of activities, including the painting and maintenance of the massive turbine towers.

"Over a 12-month period, and given their ability to take advantage of the Roaring Forties, the strong westerly wind that blows across the region, the wind farms at Woolnorth produce on average around 4% of Tasmania's energy needs supporting Tasmania's clean green image, and at the same time provide an important contribution to the local and regional economies," said Jessup.

Specialist Access Equipment collaborated closely with Woolnorth to achieve the cost-effective maintenance solution involving the long-term hire of the Genie SX-180 boom lift. "This arrangement enables us to get a reasonable return on investment based on the machine's cost, likely number of hours it can work in the challenging weather conditions and so on," said Jessup.

## High-quality Verification of Competency (VOC) programs

As part of the leasing arrangement with Specialist Access Equipment, Woolnorth has purchased Genie Lift Pro™ training. "Genie Lift Pro Operator Training Courses are high-quality Verification of Competency (VOC) programs delivered through a network of certified trainers across Australia," said David Greene, Regional Sales Manager Victoria & Tasmania, Terex AWP.

Putting the operators of the Genie SX-180 boom lift who are employed by Woolnorth through Genie Lift Pro training, also helps Specialist Access Equipment protect their investment in the boom. "Genie Lift Pro training ensures that all the Woolnorth operators are competent in the use of the super boom," said Greene. **G**

“Genie Lift Pro program is designed to satisfy the general training requirements for aerial work platforms such as Genie SX-180 boom lift.”

David Greene  
Sales Manager Victoria & Tasmania,  
Terex AWP



For more information  
on the Genie® SX-180 visit  
[genielift.com.au/SX180](https://genielift.com.au/SX180)

# Outlook for the Non-Residential Construction Industry in 2017

## Queensland

The non-residential construction sector is expected to get into full swing toward the end of 2017, according to Kurt Kinder, Genie Regional Sales Manager Queensland/Papua New Guinea/New Zealand/South Pacific, Terex Australia. "There will be some big projects headlined by the \$21 billion Carmichael mine, rail and port project in northern Queensland," he said. Construction of the mine is scheduled to start in Quarter 3, 2017.

Other projects include the \$3 billion Queen's Wharf, a tourism, leisure and entertainment precinct in the Brisbane CBD. Westfield's \$1 billion development of the Coomera town centre on the Gold Coast is set to begin in the second half of 2017, along with the \$200 million extension of Gold Coast Airport. "At the same time, the preparations for the 2018 Commonwealth Games will continue right through 2017," Kinder noted.

On Cape York Peninsula, a new port and mine will be built near Boyd Bay, south of Weipa, as part of Rio Tinto's \$2.6 billion Amrun bauxite project.

## New South Wales

Sydney's level of development will remain high for at least another eight years, believes Brent Markwell, Genie Regional Sales Manager NSW/ACT, Terex Australia. "There's currently \$85 billion of infrastructure projects in New South Wales either under construction or to be rolled out," he said.

Big-ticket infrastructure items include WestConnex, NorthConnex, South West Rail and the billion-dollar redevelopment of Westmead Hospital.

Markwell predicts the recent coal agreement with Japan will have a significant impact on construction in NSW's Hunter Valley. "This may even lead to the construction of a second coal terminal at Port Waratah, in Newcastle," he said.

The current level of construction is unprecedented for NSW, said Markwell, noting: "I've never seen anything like what I'm seeing when I'm driving around Sydney now."

## Victoria

The removal of around 50 level rail crossings in Melbourne is a major opportunity for the state's hire and rental industry, according to David Greene, Genie Regional Sales Manager Victoria/Tasmania, Terex Australia. "There are also major roadwork projects," said Greene. "There's the construction of the Tullamarine Freeway, which includes some road widening and some significant bridgeworks. These projects have a couple of years to run."

"Confidence is really high in Victoria now as far as the outlook for 2017. That's the feedback coming from my customers, the rental companies," says Greene. "They've enjoyed very high utilisation rates for many months now, which is fantastic."



## Northern Territory

After a run of strong growth, the non-residential construction sector in Darwin appears to be levelling out, according to Stephens. The Inpex project is nearing completion, and the workforce and equipment formerly employed at Ichthys are moving to other major projects in the area, such as the new hospital at Palmerston and two new shopping centres at Palmerston and Coolalinga.

"There are several other planned and committed projects coming up including some resource-based work that should see the area through until 2019," said Peter Stephens, Regional Sales Manager WA/SA/NT, Terex Australia. These include the \$500 million upgrade of HMAS Coonawarra and Larrakeyah Barracks, as well as the \$250 million Darwin Luxury Hotel development.

"The current level of construction is unprecedented for NSW..."

Brad Lawrence  
Genie General Manager  
Terex AWP



## Western Australia

Several large infrastructure and commercial projects are underway in WA that will continue for the next 12-24 months, according to Stephens.

Construction of the \$265.7 million New Museum, due for completion in 2019, is being led by Multiplex. There is also the \$2 billion Forrestfield-Airport Link, a new train line connecting Perth's eastern suburbs to the CBD. Another big project is the \$1.1 billion Perth Stadium and Sports Precinct, with a new \$100 million Stadium railway station.

In the seas off Exmouth, Woodside Petroleum plans to develop several oil reserves by bringing its Greater Enfield Project into production within three years, at a cost of up to \$2.55 billion. However, construction projects associated with the mining and resource markets have largely taken a severe downturn on the back of poor commodity pricing, said Stephens. "Consequently, the large numbers of FIFO (fly-in, fly-out) employees have found it necessary to exit the WA market to follow work in New South Wales, Victoria and NZ. This has had a dramatic impact on Perth housing prices and new residential construction," he said.

## Tasmania

A recent Deloitte Access Economics report estimated the value of Tasmanian engineering projects at well above \$1 billion, with just under \$1 billion worth of projects planned.

At \$500 million, the Midland Highway upgrade is one the biggest projects underway. Work on a \$240 million revitalisation of the freight rail network continues, and a \$38 million extension of the Hobart Airport runway is being undertaken. The \$689 million Royal Hobart Hospital is the biggest project in Tasmania; and the University of Tasmania's new STEM building in the Hobart CBD will cost as much as \$400 million.

## South Australia

Adelaide has enjoyed several years of government and non-government investment in projects such as the Adelaide Oval redevelopment, Adelaide Entertainment Centre, Royal Adelaide Hospital and the South Road Elevated Superway. "This level of activity is set to continue in 2017, with additional work to be completed on the northern and southern ends of the Superway, a new airbase, continued development of the Riverbank in association with the Adelaide Festival Plaza, and Royal Adelaide Hospital site redevelopments," Stephens said.

## New Zealand and the Pacific Outlook for 2017

New Zealand will see several projects fall into place in 2017, according to Kurt Kinder, Genie Regional Sales Manager Queensland/Papua New Guinea/New Zealand/South Pacific, Terex Australia. "There will be the development of Auckland's wharves, including the building of a new cruise ship terminal, as well as a new NZ\$430 million convention centre at SkyCity Casino," said Kinder. "The earthquake rebuild in Christchurch will continue in 2017."

In the Pacific, Kinder says the New Caledonian nickel mines seem to be ramping up again. "There was a lull in production and now the outlook is good for 2017. The mines use everything from smaller maintenance scissor lifts to big booms doing the larger jobs," said Kinder, who recently sold a Genie GTH™-4018 direct to a nickel mine in the French territory.



# ACT Scaffold and Access

ACT Scaffold, a leading scaffolding hire specialist, is now ACT Scaffold and Access after launching an access equipment rental business, with the support of Genie.

Specialising in supplying the construction, industrial, government, domestic and DIY markets in Canberra, ACT Scaffold and Access serves customers who perform jobs ranging from standard plumbing and electrical work, to maintenance. "Our customers perform maintenance work in some of Canberra's most famous galleries and museums," says Travis Matheson, owner of ACT Scaffold and Access. "We specialise in indoor jobs, because the attrition levels on our machines and scaffolding are lower."

## Linking with Genie

ACT Scaffold and Access have purchased Genie GS™-1932 scissor lifts and other indoor machines, including the GRC™-12 vertical lift and GS-3246 scissor lift.

The reliability and versatility of the Genie product range attracted Matheson. "I have been associated with the AWP industry for a decade, and have at all times recognised the quality of the Genie product," he said. "I only wanted to have one brand of machine, and I knew Genie would have the product range that met my needs." The ability to swap parts between Genie machines and the company's reputation for customer service also helped sway Matheson.

"When we decided to expand into access equipment, the support from the likes of Brent Markwell was unwavering," said Matheson. Brent Markwell is the Genie Regional Sales Manager NSW/ACT of Terex Australia. "I've known Brent for a few years, and as soon as I made the decision to move into access equipment, he visited me immediately and we went through scenarios to help me settle on what I would need to launch the business," Matheson said.

Matheson used Terex Financial Services to help purchase his new AWP fleet. "Adam Phillips at Terex Financial Services was great to work with and it was really straightforward to organise the finance," said Matheson.

## The move into access hire

Matheson, who launched ACT Scaffolds in 2013, always intended to expand into access equipment. "Three years ago, however, there was more opportunity with scaffolds, because many of the companies in the industry weren't doing it well," he said.

Once Matheson's scaffolding business was humming along, he invested in building a commercially viable AWP fleet. "There are capital considerations when launching into access equipment," says Matheson. "However, by purchasing quality products with excellent resale value such as Genie, we can mitigate these risks."

## The support of Genie

Genie takes great delight in supporting start-up businesses in Australia, according to Markwell. "It's critical we support new rental businesses from the outset," he said. "Then we continue to support them through their expansions with our high levels of customer service and financial service offerings by means of Terex Financial Services." 



# Upgraded Online Portal Makes it Even Easier to Order Genie Parts

Genie continues to establish a new benchmark in the aerial work platform (AWP) industry. It is revolutionising customer service, to give customers the best possible outcomes – reduced downtime, increased productivity and the potential for improved returns.

“We understand a high fill rate for parts means less down time for your machines,” said Greg Mutimer, Genie Customer Support Manager – Parts, Terex Australia. “That’s why we have taken simple steps to make a valuable difference with two effective solutions — an online parts portal and a national customer support centre, which provide round-the-clock access to genuine Genie parts wherever you are located.”

Operating under the banner of Genie 360 Support, the Genie Parts Customer Support Centre is a single point of contact that gives customers access to the firm’s fully-trained team of parts experts available from 7 am-6.30 pm AEST from Monday to Friday. In addition, the online parts portal provides customers with the flexibility and convenience of 24/7 online parts ordering.

## Portal innovation

Recently, Genie integrated the portal with its customer’s parts account, an innovation that is resonating with the market, according to Mutimer. “This functionality improvement enables customers to review previous orders online and check the status of current orders. Now they can see when an order is at the quote stage, when it’s been approved and invoiced, and then they can track their order with a transport company tracking number.”

A shopping cart facility has been added to the industry leading portal. “This allows customers to save incomplete orders and then return later,” Mutimer said. “Previously, when they left the order screen, it would close, and they’d need to start again,” said Mutimer. “Having the portal means our customers have access to our ordering systems 24/7. This allows them to order parts early in the day, or stay back late. Nor do they need to wait for the Genie Parts Customer Support Centre to open to make an order via a phone call.”

## The online portal scores well with Access Service Australia Pty Ltd

Significant Genie customers such as Paul Sharples, Owner of Access Service Australia (ASA), are discovering that managing parts purchases via the online portal is a seamless process. “There’s two parts to using the portal for us,” said Sharples. “Purchasing and qualifying the parts. We use the portal extensively, which is a great innovation from Genie. It not only allows us to place an order and track progress, but it also enables our field service technicians to access the internet on the road and confirm the parts required. The portal offers efficiencies through the ability to view the whole process from order to delivery 24/7, without the need for multiple phone calls and information being lost in translation.”

Moreover, Sharples said the availability of parts is consistent through the portal. “If there is an issue, Genie is fast to respond,” he said. “Compared to other manufacturers, Genie excels in terms of inventory line items, quantities and value for money.”

In relation to ordering parts for major inspections, Sharples has been impressed with the ability of Genie to react rapidly. “If the person in spare parts doesn’t have the answer, you’ll be put through to someone who can assist.”

Access Service Australia, which has been an authorised Genie repairer since 2000, only uses genuine parts when servicing its elevating work platform rental customers in Queensland, New South Wales, Victoria and Western Australia. “By using only genuine parts, customers are likely to reduce maintenance costs, have more uptime as the parts have been quality tested by Genie, which keep manufacturer warranties intact,” he said. “We never stray away from using genuine parts.” 



## Big tick for Genie 360 Support

Sharples considers Genie 360 Support to be a brilliant concept. “The whole theory and image of Genie 360 is great,” he said. “It’s about looking after a machine from the cradle to the grave, which you expect from a leading manufacturer. How Genie has gone about presenting Genie 360, the logo, marketing and the concept has been well-conceived and measured. It is not just a ‘catch phrase,’ it is a culture.”

Genie 360 Support takes care of every aspect of your AWP needs from initial sales and service through to technical support, operator training and even comprehensive management of your ageing fleet.

**Genie360**  
A TEREX BRAND SUPPORT

# Genie Z-60/37 FE Boom Lift Delivers Performance and Energy Efficiency

Businesses using the fuel-electric Genie Z- 60/37 FE articulating boom lift since its global launch in April 2016 have been able to cut costs and their carbon footprint, while getting increased performance and versatility from their aerial work platforms.

Suitable for indoor and outdoor use, the Genie Z-60/37 FE is driven by high-efficiency AC motors and combines advanced diesel power and four-wheel-drive performance with the energy efficiency and quieter operation of compact, low-weight electric-powered booms. It can travel 25% faster than other typical diesel-powered units.

“The Genie Z-60/37 FE boom lift is a revolutionary approach to our mid-size Z-boom family, and it adapts to our customers’ increasing needs for high performance, high efficiency and low emissions.”

Brad Lawrence  
Genie General Manager  
Terex AWP



To see our new video on the Genie® Z™ -60/37 visit [genielift.com.au/Z60](http://genielift.com.au/Z60)

## Emission-free performance

When operating in full-electric mode, the Genie Z-60/37 FE boom lift offers a full day of emission-free performance on a single charge, and in hybrid mode it runs for more than a week on a single tank of diesel. In hybrid mode, an environmentally friendly 24-hp diesel powered generator constantly monitors the charge of the 48V DC battery pack, keeping it topped up and then automatically shutting off to minimise fuel consumption. In extreme battery usage conditions or after heavy full-electric operation, the hybrid power system can provide a bulk charge in around 4 hours.

## Tough when the going gets rough

When an operator is climbing hills, or taking on rugged terrain, the hybrid system can provide power directly to the AC motors, combining the power of the diesel-driven generator and the 48V DC battery pack. “On long-term jobs, even when on-site power is not available, this machine is versatile enough

to handle tasks ranging from work on rough and unprepared ground to indoor applications where it’s important to keep noise and emissions to a minimum,” said Lawrence.

The Genie Z-60/37 FE boom lift is equipped with foam-filled, non-marking all-terrain tyres, adding to the machine’s versatility for outdoor and indoor uses.

Another brilliant feature of this boom is the Genie FastMast™ system. This function enables the boom to be moved from full height to below grade and back, shortening ground-to-top lifting time with the use of just one boom control. “It enables operators to vertically track walls by simply raising or lowering the secondary boom without needing to re-position the machine,” said Lawrence.

The fuel electric Genie Z-60/37 FE articulating boom will be on display in May at HIRE 17 Convention in Sydney, and will be available in Australia in Quarter 2, 2017. [G](#)



**Platform comes in widths of 1.8 m and 2.4 m**

**20.16 m of working height, 11.4 m of horizontal outreach and 7.4 m of up-and-over clearance**

**1.5 m jib offering 70° up and 65° down range of motion and a 160° platform rotation**

**Side-entry swing gate and front sliding mid rail are standard.**

**Easily transportable on a standard truck**

**Capacity for 227 kg that can take on board two people across the entire working envelope**

**Narrow footprint and a low 58 cm tail swing**

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# COME AND SEE US

## AT THE HRIA CONFERENCE IN SYDNEY



ROSEHILL GARDENS SYDNEY  
**10-11 MAY 2017**

Join us in May at HIRE 17 Convention in Sydney where we will introduce the new fuel electric Genie® Z™-60/37 FE articulating boom and the new Genie® SX-135 XC™ articulating boom, available in Australia in Quarter 2, 2017



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