



GLOBAL REACH. INDIVIDUAL FOCUS.
THAT'S TRUE BLUE.



Bud Bushnell founded Genie Industries in 1966 with the introduction of the Genie® Hoist, a portable, pneumatic material lift. We quickly gained worldwide recognition with additional material lifts and a series of aerial work platforms, often representing a breakthrough in product design.



PERFORMANCE WITH PARTNERSHIP

At Genie Industries, the concept of lifting people and materials higher extends beyond the products we build. It reflects the spirit of partnership behind everything we do. We're a global company that's deeply connected to our customers — working side by side to help each individual build his or her business.

We manufacture lift equipment for a wide variety of construction, industrial and rental applications worldwide. But our customer-focused values keep us grounded. From Denver to Dubai and Hong Kong to Helsinki, customers know our distinctive blue lifts and ask for them on the jobsite because they represent a combination of performance, productivity and reliability unlike any other lift equipment on the market. And it shows in every unit that rolls off our assembly line.

Genie lifts have earned a reputation for consistent excellence through decades of uncompromising support in the field. We thrive on continually building that reputation by finding new ways to partner with customers and help them reach their goals. Our team members' expertise and personal commitment are our greatest products — and our customers are our greatest motivation.

Customers around the world recognize our distinctive blue lifts. They're the first choice on jobsites ranging from construction and industrial applications to schools and entertainment venues.



RAISING THE BAR ON INNOVATION

Customers from all over the world tour our facilities and quickly discover that so much more goes into our products beyond steel and wires. Our visitors see firsthand the processes, standards and quality built into every step of production — from design and parts to manufacturing and shipping.

They meet the Genie team, experience our excitement and dedication, and give us their suggestions to help us develop products that not only meet but exceed their expectations.



We are often the first to introduce and deliver new product technology because we're in touch with what customers want and need on the job. Here are a few of our notable "firsts":

- 1970 — First truly portable aerial work platform
- 1985 — First articulating Z™-boom (Z™-30/20)
- 1994 — First active oscillating axle (S™-40)
- 1995 — First articulating jib (S™-65)
- 1995 — First super-compact boom with true zero tailswing (Z™-30N)
- 2002 — First active oscillation system on a scissor lift (GS™-5390)
- 2003 — First virtual pivot (S™-60)
- 2005 — First XChassis™ (Z™-135)
- 2007 — First AC drive system in a Z™-boom (Z™-40N)



“ We ask our customers questions, listen and respond with breakthrough technology, service and support. ”

Genie products are designed from the outside in, driven by real customer insights. Our customer-driven engineering and product management teams continually focus on understanding how our equipment is used so they can design products to meet and exceed our customers' ever-changing needs.

We gather input directly from customers. Then we use the latest design tools to turn what we've learned into products that are easy to use and service, meet international standards and deliver maximum value-for-cost. We have been awarded numerous patents and have received worldwide recognition for our technological advances and product development.

DOING WHAT'S RIGHT

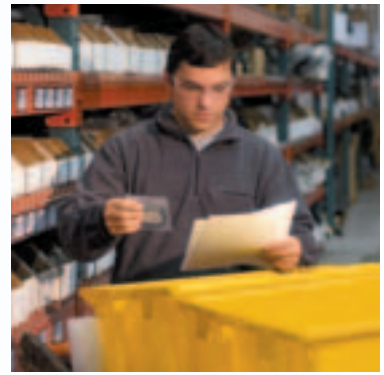
Provide the right product, in the right quantity, at the right time. That's our manufacturing philosophy. Our "lean" practices minimize waste to improve quality, reduce production time and eliminate unnecessary costs. The result: products that give our customers maximum benefit for their investment.

From engineering to our materials supply chain to the manufacturing floor, our teams collaborate to discover the most efficient, environmentally sound ways to make the products customers want. It's a never-ending process of learning and adapting to change with the goal of continuous improvement.





Deliver the highest quality products, at the lowest cost to the customer, in the shortest amount of time. That's our definition of lean manufacturing.



Our 21st century working culture embraces lean thinking with flexible, proactive practices. We constantly refine our processes to deliver the products customers need without wasting resources. Simply put, we believe in what we do — working together to continuously improve our quality, expertise and value from design to distribution and beyond.

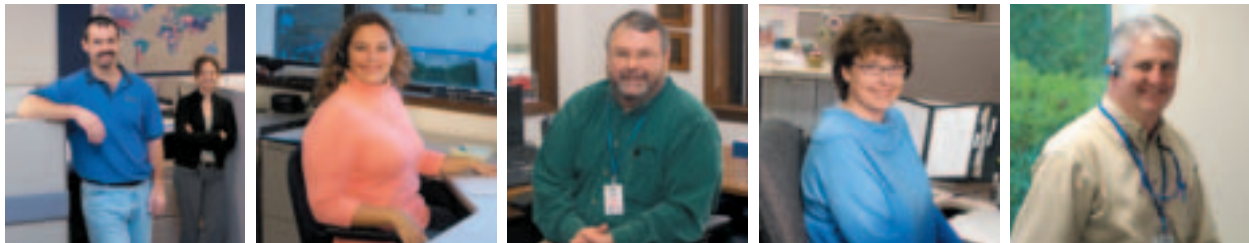
DELIVERING SOLUTIONS

Trained, knowledgeable Genie representatives are positioned throughout the world to best meet our customers' needs. These individuals not only help customers identify the right lift equipment for their business — they connect customers with flexible options to acquire that equipment through Terex Financial Services.

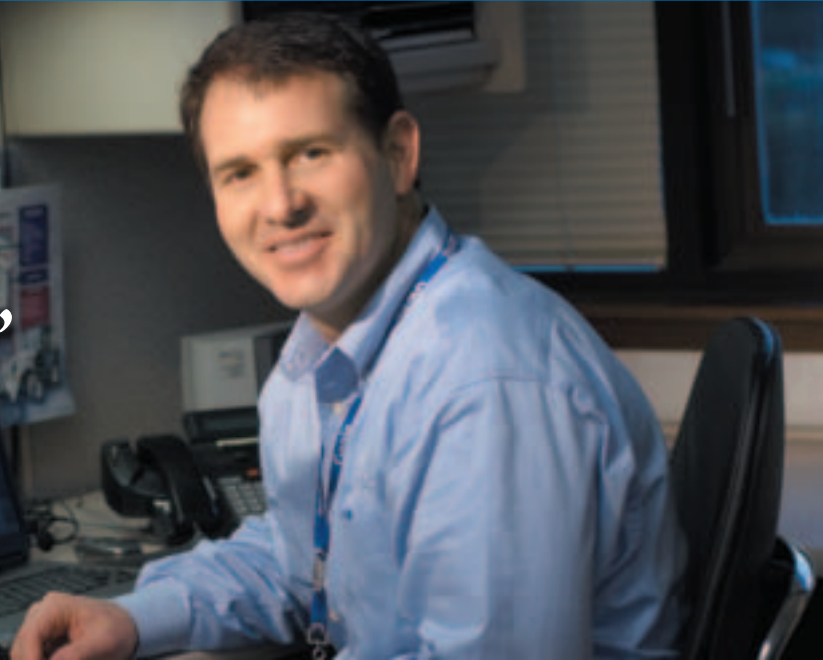
Terex Financial Services offers various financing packages and leasing opportunities that help customers fulfill their equipment needs while meeting their financial goals. These options can help customers manage cash flow and reduce monthly payments with customized solutions for virtually any budget plan. Terex Financial Services also makes financing easy with fast credit decisions and funding, as well as responsive customer service.

Genie products have some of the highest resale values in the industry. The Genie Fleet Services program provides quality refurbished equipment to help customers balance their fleet to match the specific needs of their evolving market. This value-added service facilitates the purchase of new and used Genie equipment and offers compelling trade packages.

Our business solutions don't end there. We work with distribution channel partners around the globe who share our dedication to excellence. We also support our dealers with effective, informative marketing and the powerful Genie brand — which carries the strength of a proven market leader.



“Our job is never finished, because our commitment never ends.”





24/7 CUSTOMER SUPPORT

At Genie, our commitment doesn't end with the sale. Our service experts are available 24 hours a day, 365 days a year, to provide support when customers need it most. Our extensive parts network ships day, night and weekends to locations around the world, with most orders processed within 24 hours. Web-based parts orders and warranty claims help ensure same-day processing in most cases. And each product is backed by a competitive warranty.

From online manuals and training in multiple languages, to hands-on training opportunities at the factory and in the field, we offer our customers the tools to get the most from their investment. When customers buy from Genie, they get more than a piece of equipment. They get long-term support from people who not only understand their business but are committed to their success.

PORTABLE MATERIAL LIFTS

As the first Genie product we introduced when the company began in 1966, the Genie® Hoist is the product that “launched thousands of lifts.”

Used for light, heavy and specialized lifting of materials, our lineup provides an economical solution for a variety of tasks indoors or out. Applications include lifting HVAC and electrical equipment, building materials, appliances, computer/electronic equipment, warehouse stock, stage lighting and sound equipment. With a flat black finish that’s virtually invisible to audiences, our Super Tower™ models are ideal for entertainment applications.

Genie® portable material lifts are self-contained and easily loaded on a truck by one person. They can be rolled through a standard single door and are simple to set up and operate. A variety of bases and accessories are available to customize our lifts for specific jobs.



“ The Genie® Hoist is the product that ‘launched thousands of lifts.’ ”

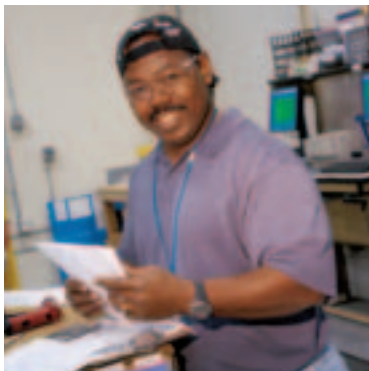
AERIAL WORK PLATFORMS/RUNABOUTS

We pioneered the aerial work platform industry, and we lead in worldwide market share, offering more options than the competition. We also introduced the first portable personnel lift to roll through standard doorways — and we were the first to develop a comprehensive product lineup that includes aerial work platforms, industrial work platforms, Super Straddle™ models and dual personnel lifts.

The Genie® aerial work platform family serves a broad range of construction, maintenance, industrial and warehousing applications. Designed to lift one or two workers, they provide an economical, easy-to-transport alternative to scissor lifts — popular in venues such as schools, retail stores and office buildings.

Our compact, portable designs are easy to set up and maneuver in tight spaces and offer a variety of bases and platform options to choose from. Key features include our X-pattern outrigger footprint, which is the smallest in the industry, for close access to walls and corners. The Super Straddle™ option provides access over fixed seating in auditoriums, convention centers and theaters. Plus, all of our units offer field-proven durability with our patented mast system's track record of over 35 years of service.

“ We pioneered the aerial work platform industry, and we lead in worldwide market share. ”

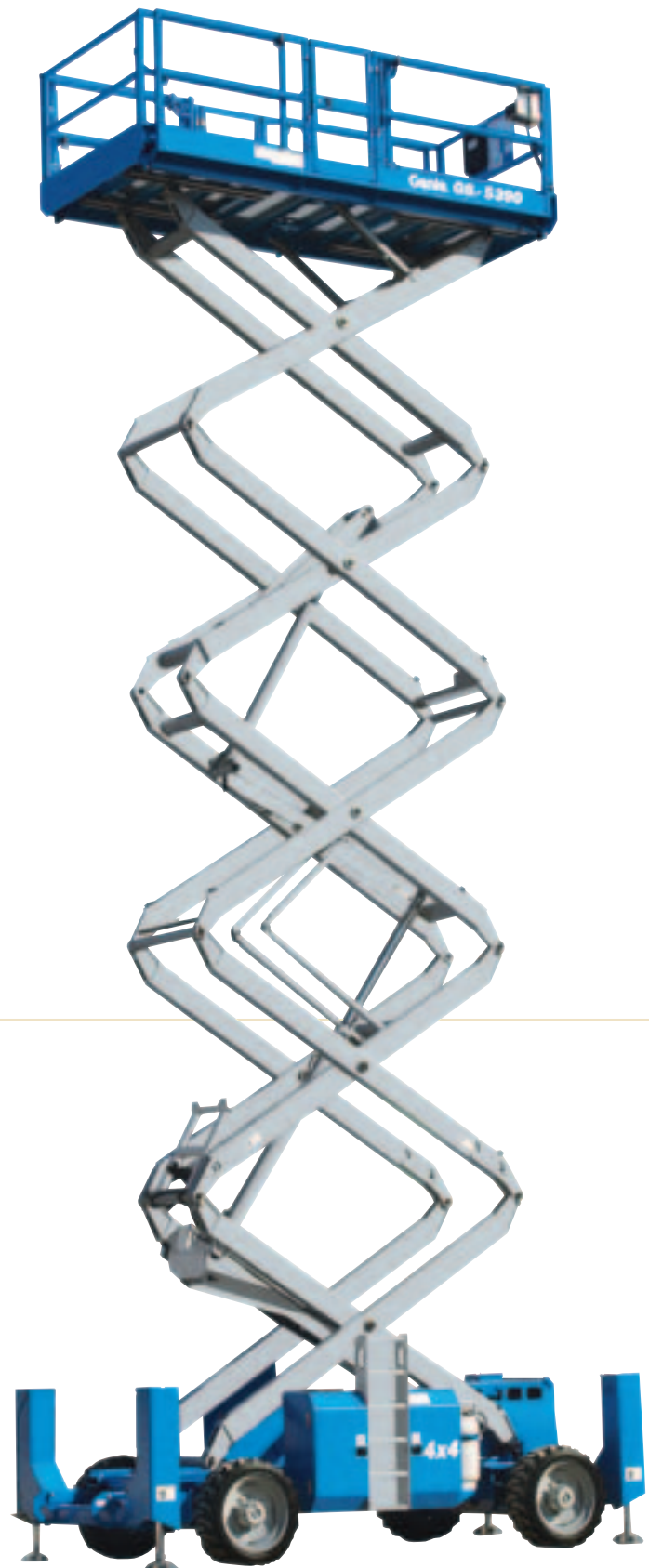


SELF-PROPELLED SCISSOR LIFTS

Genie® scissor lifts provide excellent lift capacity and platform space so operators can lift larger and heavier combinations of tools and workers. Our line includes electric scissors for improved or smooth surfaces and rough terrain models with four-wheel drive and traction control for rugged or uneven worksites.

Popular with drywall contractors, painters, pipe fitters, sprinkler installers and electricians, our scissor lifts handle bulky items like drywall, air conditioning units and tools. They're easy to transport to the jobsite with compact dimensions that fit through standard single or double doors. Yet they also offer large, high-capacity platforms with extension deck options for additional outreach. Our platform extensions provide a deck length of up to 21 ft 6.5 in (6.57 m).

With an excellent combination of speed and gradeability — up to 50 percent on some models — our scissor lifts are simple to operate and control. An outrigger system option allows select models to be used on a slope. The electric scissors offer outstanding maneuverability, with zero inside turning radius on most models. Onboard diagnostics and common components make them easy to service. In short, Genie® scissor lifts are the solution for customers who want one of the industry's most comprehensive packages of productivity-enhancing features.




SELF-PROPELLED ARTICULATING Z™-BOOMS

We revolutionized the lifting industry with the first articulating self-propelled boom. Today, the largest Genie® articulating Z™-booms offer an industry-leading range of motion, and our telescoping jib offers greater reach than any other self-propelled lift on the market.

Articulating Z™-booms are designed to provide the ultimate in versatility with up, out and over positioning in hard-to-access work areas. They're distinguished by a dual parallelogram lift design, which allows the operator to move straight up and down a wall without extending or retracting the boom.

From small electric models ideal for plant or warehouse applications to rough terrain models designed specifically to handle rugged construction sites, there's a Genie model for virtually every job. Common uses include a variety of indoor and outdoor applications where the operator needs to reach over equipment or other fixed structures.

Most Genie models offer zero tailswing for maneuverability in narrow aisles or congested spaces. Proportional controls and rotating platforms and jibs also help accurately position the boom in tight areas. And all models offer an excellent combination of speed and gradeability to increase productive work time.



“The Genie® Z™-30/20 revolutionized the industry as the first articulating self-propelled boom.”

SELF-PROPELLED TELESCOPIC S™-BOOMS



With greater horizontal outreach than any other type of aerial platform, Genie® self-propelled telescopic S™-booms are perfect for areas with limited access. They're typically used in construction, industrial, entertainment, landscaping, road building, bridge work, painting and inspection applications.

Genie® telescopic S™-booms provide the traction, torque and speed needed to get around the jobsite and to the work area. Rough-terrain models feature a full-time active oscillating axle and a full-time positive traction system to handle rugged jobsites. In addition, some models offer extendable axles that provide stability yet retract for easy transportation. Multiple diesel engine choices are also available.

Easy-to-use proportional controls allow precise positioning. Multiple functions operate simultaneously to maximize lift speed. Plus, our out-and-up articulating jib boom provides extra horizontal reach and working range. Our S™-booms are also designed to offer outstanding serviceability for easy maintenance and lower repair costs.

ROUGH TERRAIN TELEHANDLERS

“ One machine does the work of many for maximum cost-effectiveness and productivity. ”

Genie® telehandlers are often the first on the job site and the last to leave. They are true multipurpose machines that lift, move and place material on a variety of worksites. Typical applications include both large and small construction jobs, as well as masonry, farming and landscaping.

Our compact telehandlers are perfect for congested worksites like parking garages and offer the versatility of a wide range of available attachments. The small size and weight of these units allows for easy transport, and a tight turning radius provides maximum mobility.

Our larger telehandlers offer greater capacity, higher reach and higher travel speeds than our compact models. They feature larger, more powerful engines and are designed for greater terrainability when traversing irregular or rough sites. A frame-leveling chassis also allows these units to pick up or place loads on side slopes.

Key features of this product line include an ergonomic cab and smooth joystick controls, as well as four-wheel drive and four-wheel steer. In addition, interchangeable components and easy no-tool access service points provide exceptional serviceability.



TRAILER-MOUNTED Z™-BOOMS

Frequently used by large and small contractors, maintenance crews and painting contractors, these models provide the “up, out and over” working envelope of a Z™-boom with convenient built-in towing capabilities. In fact, Genie® trailer-mounted Z™-booms offer one of the industry’s best operating envelopes, with flexibility to reach jobs high and low.

The articulating boom and telescoping primary boom allow operators to reach areas in the lower height range, and, on the TZ™-50, an articulating jib adds reach and working range above or below horizontal. Easy symbol-based, variable-speed controls can lower both boom sections at the same time to maximize productivity.

Genie® trailer-mounted Z™-booms are also easily towed behind a pickup or SUV with a variety of hitch options. They’re lightweight and maneuverable — ideal for congested jobsites. And the Drive and Set™ option on the TZ™-50 allows the operator to drive the unit to the work area, deploy the outriggers and raise the platform (when in a fully lowered position) for precise positioning.

Other key features include hydraulic outriggers with an automatic leveling system and large outrigger foot pads. The machine can be set up in less than 45 seconds when the operator deploys all outriggers simultaneously.



“Genie® trailer-mounted Z™-booms offer one of the industry’s best operating envelopes.”

TRAILER-MOUNTED LIGHT TOWERS

Genie® and Terex® trailer-mounted light towers illuminate areas in poor light or at night and feature quick, easy setup and flexible options. We offer a range of heavy-duty models to fit virtually any lighting need, from construction sites and sporting events to mining and oil field applications.

Terex® light towers feature quick-connect boxes and fixtures, and durable galvanized masts and outriggers. Genie® light towers' run times are also among the best in the industry, with up to 100 hours of continuous operation between fueling.

Additional features on select models include self-braking single- and dual-winch systems, self-locking boom pins, an automatic photo cell/timer lighting system and a variety of light configurations. A 20 kW generator upgrade is also available, providing a light tower and generator in one unit for jobsite convenience.



TEREX® GENERATORS

For portable power on location — where and when it's needed — Terex® generators are a reliable choice. They're used at construction jobsites, industrial sites and outdoor events as well as in emergency situations.

A variety of user-friendly options are available, including Super Quiet models and power capacities ranging from 20 to 288 kW. Every model can carry 24 hours of fuel onboard for convenient, cost-effective operation. Terex generator trailers are among the most heavy-duty in the industry, offering a lower profile and torsional springs for smooth ride performance during towing.

For constant, accurate voltage regulation, generator models T50 and higher come equipped with an electronic governor. Models T70 and higher feature a permanent magnet generator (PMG). Convenience receptacles also remain live regardless of the voltage from the main distribution board.

Our generators are also easy to use with analog gauges for at-a-glance monitoring as well as a user-friendly automatic engine controller with adjustment buttons — no computer input needed.

“Constant, accurate voltage regulation and heavy-duty trailers make our generators a reliable choice.”



TEREX® POWER BUGGIES

A cost-effective way to transport, dump and spread bulk materials, Terex® power buggies haul everything from concrete and sod to bricks and tools. They're often used for applications such as concrete pouring, landscaping and construction, as well as golf course and cemetery maintenance.

Terex® power buggies have some of the industry's largest and highest-efficiency wheel motors, which allow higher speeds and more reliable braking. They also have one of the most heavy-duty chassis on the market. The dump height when fully tilted is among the industry's lowest — important for applications such as spreading concrete.

Features include a simultaneous dump and hydrostatic drive capability, which allows operators to “feather” the load in forward and reverse for even application. The operator's platform and control system allow for comfortable, convenient operation. Plus, a foot-operated dump lever lets the operator keep both hands on the steering handle at all times.

“ We build one of the most heavy-duty power buggies on the market today. ”



TEREX® TRAILER

The Terex® HFT 70RS trailer is specifically designed for the transportation demands of the rental industry. This 48 ft (14.63 m) trailer is ideal for transferring rental equipment to and from customer jobsites. It also provides an efficient solution for large operations with substantial fleet transportation needs.

At a total length of 14 ft 6 in (4.42 m), the tail section can lift up to 30,000 lbs (13,608 kg) of equipment with ample ramp length for a convenient loading slope. The folding tail flips out and lowers to the ground for loading, creating a gentle 6° break-over angle that allows a wide range of equipment to drive up the ramp and onto the main deck without using a winch. Starburst decking also helps give equipment added traction to climb the decking effectively.

The gooseneck section offers a 9 ft (2.74 m) deck that accommodates extra units. Choose the optional extended hydraulic 10 ft (3.05 m) ramp for smooth loading onto the gooseneck section. Two toolbox compartments are standard, and an optional onboard hydraulic power unit is available to operate the trailer hydraulic system for customers without such a power source on their tractor.



www.genieindustries.com



Genie Industries is a subsidiary of Terex Corporation. From our U.S. headquarters in Redmond, WA, to an ever-expanding international manufacturing and distribution network, we remain at the forefront of innovative design and quality production. With over 1.5 million square feet of manufacturing space, our locations span across the United States to Europe, including a plant near Perugia, Italy.



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