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**PR Contact EMEAR:** Christina Kirsten

Mobile: +49 4152 139343

Email: [christina.kirsten@terex.com](mailto:christina.kirsten@terex.com)

**MASSUCCO T. SRL INVESTED IN FIVE NEW GENIE® ZX™-135/70 ARTICULATED BOOM LIFTS, A POPULAR MODEL IN THE ITALIAN MARKET**

*The quality of the product and the efficiency of the after-sales service prompted the Piedmontese rental company to invest in the Genie brand*

VENARIA, ITALY (14<sup>th</sup> December 2023) - In the last couple of years, a significant number of Genie® ZX™-135/70 articulating boom lifts have been placed in the Italian market, and the last five have been delivered to the rental company Massucco T. Srl, which has deeply believed in this product and has distributed its newest lifts between the company's locations in northern and southern Italy.

The rapid acceptance of this model across the Italian market is the result of several factors: Genie's solid reputation in the articulated boom platform sector, the model's lowest cost of ownership compared to platforms in the same class, and its unique technical features.

Massucco T. Srl, a rental company that has been present in Italy for more than 60 years with several locations, chose to purchase the five ZX-135/70 boom lifts to include them in its rental fleets in response to market demand for a tall machine with a good load capacity and an extendible jib that is smooth in movement and easy to transport.

According to Jacopo Filipetto, Sales Manager of Massucco T. Srl's rental branch in Venaria (TO), the ZX-135/70 articulated boom is ideal for reaching areas that are difficult to access, such as corners and very protruding parts, thanks to its remarkable maximum up-and-over height of 23.01 m, 21.26 m outreach, and its Jib-Extend™ with a range of 3.66 to 6.10 m and 110° vertical rotation, not to mention a significant load capacity of 272 kg.

He also says: "The function of driving at maximum height, without retracting the boom completely, allows the machine to be moved directly to the next position with the boom fully raised; this function is essential and saves a lot of time when moving between one point and another on the jobsite, which also reduces costs for the end customer, who can complete the work sooner."

### **Features that make the difference**

- A single working envelope with an unrestricted lift capacity of 272 kg
- Genie Mini X-Chassis® system: extends and retracts to provide the stability needed during work and maximum compactness during transport
- Jib-Extend, which allows the boom to extend from 3.66 m to 6.10 m, with a reach of 110° vertically
- 360° continuous turret rotation and 160° platform rotation for quick and easy positioning
- Four-wheel steer with front, rear, crab and co-ordinate wheel steering options to handle off-road conditions and improve smooth driving and manoeuvrability

The intuitive control system of this model offers menu-based adjustments for machine and component calibration, as well as multilingual on-screen system diagnostics. The platform controls feature toggle switches and a tactile membrane surface, as well as proportional joysticks for all main functions. The layout of the controls on this model is consistent and straightforward for operators, ensuring simple and intuitive machine operation.

The Genie ZX-135/70 articulating boom platform is equipped with the Genie Mini XChassis axle design, which extends and retracts the axles to and from the stored position with a more compact footprint — 2.49 m x 4.11 m retracted or 3.94 m x 4.11 m extended — to ensure both stability at work and a narrow profile for transport.

### **Relationship and after-sales service make the difference**

Jacopo Filippetto, Sales Manager for the Venaria site of Massucco T. Srl, says: “Alessandro Ghietti, Genie Territory Sales Manager, advised us correctly on the choice of this model. Thanks to the proportional controls, the movements of the three-section articulated boom are incredibly smooth and precise. We find that this gives operators the necessary comfort to stay focused on the job and work more efficiently. In addition to its compact, transport-friendly dimensions and Genie's proven, robust Mini XChassis structure, the ZX-135/70 platform incorporates many other practical and innovative features that make this model particularly cost-effective, making it easy to maintain and operate.”

He continues: “The excellent relationship established further convinced us in our choice of Genie brand and product type. A responsive technical service, thanks to Genie's direct OEM assistance, and the supply of spare parts that can be conveniently ordered via our online account, as well as the presence of the Umbertide facility here in Italy, were points in favour. Last but not least, the training: both our sales staff and our technicians have been promptly trained, each for their own areas of expertise, and this gives

us the peace of mind that we are able to respond correctly to our customers' needs, both in terms of recommending the right machine on site and in terms of intervening in the field when necessary."

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**PHOTOS:**



On the left Alessandro Ghietti, Territory Sales Manager of Genie, on the right Jacopo Filipetto, Sales Manager for the Venaria site of Massucco T. Srl.

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**About Massucco T. srl**

Massucco T. Srl is a company leader in sales and hiring of forklift, earthmoving equipments and aerial work platforms and heavy trucks, located in Cuneo, at approximately 3 Km. from the provincial capital. It is a commercial organization with over 60 years of experiences, A fleet of over 1800 machines, that propose to a demanding and specialized customers with a wide range of new and used equipments, guaranteeing widespread assistance, spare parts service and consulting twenty-four hours a day on all national territory. To learn more visit [www.massuccot.com](http://www.massuccot.com)

**About Genie**

Since 1966, Genie has been the leading name in the aerals industry. With offices, team members and manufacturing facilities around the globe, Genie lifts and telehandlers can be found enhancing safety and improving productivity on jobsites worldwide. Genie's ongoing leadership in aerial lifts and material handlers is built on our ability to consistently deliver superior quality for our customers. At Genie, we achieve this **quality** not by chance, but **by design**. For more information on Genie products and services, visit [www.genielift.com](http://www.genielift.com).

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