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Public Relations Contact: Christina Kirsten

Phone: +49 4152 139343

Email: christina.kirsten@terex.com

BALLOO HIRE ORDERS TWO GENIE S-80 J TRAX BOOM LIFTS

The company expects them to be used in a variety of settings in Ireland

BELFAST (26th January 2024) – To support customers who need more reach, Balloo Hire has taken delivery of two Genie® S®-80 J TraX™ boom lifts — the first of their kind in both Northern and Southern Ireland. Balloo Hire expects the machines to open up new options to meet work-at-height needs of existing and potential customers in a variety of settings, including construction sites, television and film sets, utility company sites, and more.

The S-80 J TraX is the first and only tracked boom in its height class. It offers a max working height of 26.51 m / 86 ft 5 in, and an unrestricted lift capacity of 300 kg / 660 lb. A 1.83 m / 6 ft jib provides additional flexibility on the jobsite, while TraX delivers lower contact pressure, reducing damage in sensitive ground conditions like wet grass, mud, sand and snow, and providing exceptional terrainability on harder, uneven land, such as gravel, rock, concrete and asphalt.

"At Balloo Hire, we strive to be the leader, and at the forefront of innovation — with this machine being the first of its kind across the UK and Ireland," said Colin Magee, Powered Access Manager for Balloo Hire.

"We also believe in continuous improvement and meeting the diverse needs of our customers. That's why we invest in Genie equipment. Genie is known for its design and quality, and a focus on embracing technological advancements and safety and innovation. Our investment in providing a modern and reliable fleet reflects our commitment in not only delivering exceptional customer service but also positions us as a leader in the equipment rental industry."

Balloo Hire already has customers waiting to rent the S-80 J TraX booms and expects more orders soon.

Genie TraX booms are engineered with a patented track and axle system that features four independent triangular steel tracks encased in rubber at each corner of the unit. With a 30° steer angle, Genie's TraX system offers the maneuverability of a traditional front-wheel steer machine, while each triangular-shaped track swivels 22° up and down to maintain constant contact with the ground for a smooth drive on rough

ground conditions. Genie's patented track design has four independent tracks that swivel vertically up to 20° to create a smooth ride in rough conditions.

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Photo legend: On the right Colin Magee, Powered Access Manager for Balloo Hire, on the left Craig Duffy, Territory Sales Manager UK North & ROI

About Balloo Hire Centres

Balloon Hire Centres is one of the leading full-service equipment rental specialists, providing Northern and Southern Ireland's business and domestic markets since 1987. Growing its fleet to over 10,000 units, Balloon boasts one of the largest, and most versatile equipment hire ranges – from Plant Hire, Welfare Accommodation, DIY, Small Tools, Powered Access Equipment and Power Generation. Continued growth over their long-standing presence, means the hire giant currently operate a network of 8 locations across the island of Ireland. Balloon hire also cater extensive hire for NI's largest events and they take great pride in delivering services to local Film and TV Productions, where they have been the preferred supplier to large scale productions such as Game of Thrones, Dungeons and Dragons, Derry Girls and Line of duty.

In April 2019, Balloon Hire became a wholly Owned subsidiary of Briggs Equipment UK. To learn more visit www.balloonhire.com

About Genie

Since 1966, Genie has been the leading name in the aerials 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.