



## FOR IMMEDIATE RELEASE

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### **Genie Wins 2021 EquipmentWatch Highest Retained Value for Telescopic and Articulating Boom and I.C. Scissor Lifts, and Lowest Cost of Ownership for Articulating Boom Lifts**

*Awards Reflect Quality and Value, Key Components of Genie's "Quality By Design" Brand Promise*

Redmond, WA (June 21, 2021) – [EquipmentWatch](#), the world leader in data, software and insight for the heavy equipment industry, has awarded Genie® the EquipmentWatch Highest Retained Value Award for Articulating Boom Lifts, Telescopic Boom Lifts, and I.C. Scissor Lifts. Additionally, Genie also received the Lowest Cost of Ownership Award for Articulating Boom Lifts. These industry awards leverage third-party, unbiased data to identify equipment that is projected to best hold its value and/or offer the lowest cost of ownership in the next five years.



“The Genie team continues its 50+ year focus on delivering quality in everything we do — quality equipment, quality parts and accessories and quality support,” said Simon Meester, Genie COO. “The awards from EquipmentWatch for Genie boom and scissor lifts are a nice confirmation that we don’t just say things because they sound nice, but because that’s what we truly stand for. Our customers are and will always be the center of our universe, and we live by that by producing equipment that is durable, reliable, retains its value over time and provides the best possible cost of ownership.”

### **Three Genie Products Receive Highest Retained Value Award**

Winners in the EquipmentWatch Highest Retained Value category represent the model within its respective equipment type projected to retain the highest percentage of its original value after a five-year period, based on the comprehensive EquipmentWatch market activity database.

Three Genie products received the EquipmentWatch Highest Retained Value Award:

- Genie S® [telescopic boom lifts](#) include the Genie J series family of booms lifts introduced last year — which are ideal for most everyday work-at-height jobs and offer the benefits of simplified maintenance and a low total cost of ownership — as well as the popular, heavy-lifting XC™ boom lifts;
- Genie Z® [articulating boom lifts](#), which include the versatile and efficient Genie FE fuel-electric hybrid booms, as well as all-electric booms lifts; and
- [Genie scissor lifts](#). Last November, Genie announced it was bringing its all-new brushless, maintenance free AC electric drive to the entire lineup of slab scissor lifts. Genie E-Drive delivers increased run time per battery charge, reduced maintenance costs and industry-leading performance.

### **Genie Articulating Boom Lifts Also Awarded Lowest Total Cost of Ownership**

In addition to receiving the Highest Retained Value Award, EquipmentWatch also awarded Genie articulating boom lifts the Lowest Cost of Ownership Award. Winners in this category represents the model within its respective equipment type with the lowest five-year total cost of ownership, identified using proprietary EquipmentWatch Ownership Cost data.

[EquipmentWatch award winners were announced](#) at a press conference during the World of Concrete 2021 trade show in Las Vegas, NV. Visit [EquipmentWatch.com](http://EquipmentWatch.com) for more details.

For more information about these award-winning Genie products, as well as information about other Genie products and accessories, visit [GenieLift.com](http://GenieLift.com).

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### **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).

### **About Terex**

Terex Corporation is a global manufacturer of lifting and material processing products and services delivering lifecycle solutions that maximize customer return on investment. Major Terex brands include Terex, Genie and Powerscreen. Terex solutions serve a broad range of industries, including construction, infrastructure, manufacturing, shipping, transportation, refining, energy, utilities, quarrying and mining. Terex offers financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services. More information about Terex is available on its website [www.Terex.com](http://www.Terex.com), on LinkedIn [www.linkedin.com/company/terex](http://www.linkedin.com/company/terex) and on Facebook [www.facebook.com/TerexCorporation](http://www.facebook.com/TerexCorporation).