



MAGNA - a new Terex brand
IMAGE SOURCE: Terex MAGNA

Terex Launches MAGNA for Large-Scale Quarrying and Mining Operations

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- Terex announces the launch of MAGNA, a new brand aimed at large-scale quarrying, mining, construction, and recycling operations.
- MAGNA will offer robust, high-capacity machinery designed for higher output and volumes, building on Terex's legacy of innovative equipment solutions.
- The new brand will leverage Terex's global distribution network and extensive engineering, manufacturing, marketing, parts, and service capabilities.

- **Neil McIlwaine, newly appointed Business Line Director, will lead MAGNA, bringing his experience from successful assignments with Finlay in China and South Africa.**
- **Neil McIlwaine will be available at Hillhead 2024 to discuss MAGNA and its opportunities with attendees.**

Terex®—global leader with a rich history in providing compact and mid-sized crushing and screening equipment—is proud to announce the launch of MAGNA, a new brand to address the demands of large-scale operations in the quarrying, mining, construction, and recycling industries.

With decades of experience and a reputation for excellence across its Powerscreen, Finlay and EvoQuip brands, Terex has been at the forefront of providing innovative, high-quality equipment solutions. Under the strapline 'Made for More', MAGNA will build on this legacy, offering a new range of robust, high-capacity machinery tailored to meet the needs of customers requiring larger output and volumes.

The launch of MAGNA supports the growth of Terex by expanding its offering with products that complement its existing portfolio. MAGNA will leverage the global presence of Terex that spans across all continents, providing high-quality solutions supported by a global network of skilled distributors.



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Pat Brian, Vice President of Terex Aggregates explains, “While we have a prominent position in the global market for compact and mid-sized materials processing equipment, MAGNA will position us to serve customers requiring higher output machines, via our renowned and extensive global distribution network. With an ambitious product roadmap and supported by Terex-wide engineering, manufacturing, marketing, parts, and service capabilities, MAGNA will provide significant growth potential for Terex.”

Spearheading the launch of MAGNA is Neil McIlwaine, newly appointed Business Line Director. Having previously worked for Finlay, Neil completed several successful assignments in China and South Africa to establish and increase Finlay’s distribution footprint and continued growth strategy globally.

"I am excited to leverage my experience to drive innovation, growth, and success for MAGNA," said Neil McIlwaine. "Large and robust crushing and screening equipment is essential for quarries and other operations that require high output and volumes. MAGNA truly is made for more; with equipment that is designed to have more power to handle more material throughput efficiently, ensuring more productivity and more cost-effectiveness for customers."

Neil will be available at the upcoming Hillhead 2024 exhibition, where attendees can discuss opportunities and learn more about MAGNA. To reach out to Neil in advance of Hillhead, please visit

www.terex.com/magna

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