

Genie is Taking You Higher at APEX 2014

21 March 2014 by Genie (Terex Aerial Work Platforms)

Roosendaal, The Netherlands (21th March 2014): Genie will be "taking you higher" at this year's APEX exhibition by showing you how to expand your business by responding to new, larger application needs.

Genie will introduce several new, highly innovative products demonstrating the brand's ongoing initiative of continuous improvement. In addition, Genie will exhibit long-time best-sellers and feature a special "At Your Service" corner highlighting how Genie Service Solutions add value to customers by providing comprehensive support during and after the sale.

Visitors to the booth will experience some distinctive Genie hospitality. There will be a relaxing meet and greet area, an ideal setting for business networking, but also interactive digital tools for visitors to experience Genie® equipment capabilities in surprising applications.

Come discover our innovation from the 24th to 26th June, on stand 350 and 450 at the APEX Show in Amsterdam.

New Genie® Hybrid Scissor Lift Series

Unveiling for the first time in Europe is the new Genie® 69-series, a bi-energy (BE) hybrid rough terrain, electric scissor lift series. The next evolution of the current Genie RT and DC scissor lift 69-series inch, the new Genie BE69 scissor lift models offer exceptional jobsite versatility. They are the first rough terrain, high performance electric scissor lifts with an onboard integrated generator to charge the batteries and supply power to the platform and chassis. The Genie BE scissor lift series features two selectable operating modes, meeting the needs of both outdoor jobsites with no onsite power, and indoor jobsites with sensitive noise and emission environments.

Highly-innovative self-propelled articulated booms

Breaking through all industry records at the Bauma 2013 tradeshow in Munich, Germany by introducing the SX-180, the world's tallest self-propelled boom lift, Genie continues to set the trend of highly innovative products, developed around our customers' feedback. Genie will launch for the first time on the APEX booth some new, ground-breaking articulated boom lifts, offering customers solutions to meet various up-and-over application challenges. Further details will be disclosed at APEX.

Stage IIIB Genie® telehandlers

Complying with upcoming exhaust emission regulations and listening to customer feedback, Genie is working on upgrading its existing telehandler range. These new models will allow our customers to work productively and comfortably in construction, waste and recycling, industrial and logistic applications. This upgraded telehandler range reinforces our Genie commitment to reduce the complexity and cost of telehandler ownership, as well as complying with the European Stage III-B exhaust emission standards. With energy efficiency, simple operation and innovative serviceability features for straight-forward maintenance, Genie telehandler range will offer you high performance and a cabin with excellent visibility, ideal for tough work in virtually any environment. A redesigned unit will be unveiled at APEX.

More solutions for working at height

Following the Genie® Operator's Protective Structure launched at Intermat 2012 in Paris, Genie continues to conceive similar solutions to allow operators to focus on the job, while offering mechanical or electronic devices for extra protection. Based on Lavendon's SkySiren® technology, the new Genie Operator Protective Alarm (OPA) system will be showcased at APEX as yet a new option that Genie offers to enhance productivity and provide peace of mind on the workplace.

Celebrating a tradition of reliability

While always looking for new ways to take its customers higher, Genie does not forget its origins. Selected Genie® portable aerial work platforms and material lifts will also be showcased on the APEX booth.

Easy to use, light weight and cost effective, they have decades-long reputations for being some of the most advanced, highest-valued lift equipment in the industry. Genie portable aerial work platforms and material lifts are the first choice for a wide range of applications in confined spaces that require high access, such as schools, churches, warehouses and more. They are designed to enhance productivity in the workplace, with a wide range of lifting attachments and base options for exceptional versatility. Join us for a special 40th birthday of one of our most reliable, best-selling portable material lifts.

New after sales solutions

At APEX this year, at a special "At Your Service" corner, we will officially launch our Genie Service Solutions package throughout Europe. This package aims at helping our customers to keep their machines safely maintained, certified and working, so that they can focus on what matters most to their business: increasing equipment utilization and providing end-customer satisfaction.

We often hear our customers' concerns about the correct maintenance of their fleet, and we take them very seriously – that is why we developed Genie Service Solutions.

Source: Terex Corporation

TELEHANDLERS