

## GENIE STORY Our Story



### **Global reach. Individual focus. That's true blue.**

At Genie Industries, the concept of lifting people and materials higher extends beyond the products we build. It reflects the spirit of partnership behind everything we do. We're a global company that's deeply connected to our customers — working to help you build your business, whether you own one store or one hundred stores.



Genie Industries began in 1966 with the introduction of the Genie® Hoist, a portable, pneumatic material lift. It was followed by additional material lifts and a series of aerial work platforms to meet customer demand — products that quickly gained worldwide recognition and often represented breakthroughs in design.

Today, as a subsidiary of Terex Corporation, we remain at the forefront of innovation and quality production. But our customer-focused values keep us grounded. From Denver to Dubai and Hong Kong to Helsinki, customers ask for our distinctive blue lifts on the jobsite because of our uncompromising service and support. Here's why...

**We value people.** Our team members' expertise and personal commitment are our greatest products — and our customers are our greatest motivation. We're excited, dedicated and proud to serve you, and it shows in every product we manufacture.

**We think lean and green.** We continuously collaborate to identify the most efficient, environmentally sound ways to make the products customers want. Our "lean" practices minimize waste with the goal of delivering the highest quality product in the shortest amount of time at the lowest cost to our customers.

**We listen.** Real-world customer input helps us develop new products that are easy to use and service, meet international standards and deliver maximum value-for-cost. We're always eager to hear your feedback so we can continue to meet your changing needs.

**We're here for you.** We recognize the importance of uptime, so Genie service experts are available to answer your questions and ensure your machines are running smoothly. An extensive parts network will promptly ship parts to keep you on the job — and each product is backed by a competitive warranty.

**Your success matters.** We build and service our products to maximize your uptime, but our business solutions don't end there. From flexible financing options to training opportunities to marketing support, we offer you the tools to get the most from your investment.

