



## FOR IMMEDIATE RELEASE

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**GENIE® “ASK ME ANYTHING” EVENT WILL ANSWER AERIAL INDUSTRY’S QUESTIONS**  
*New Genie webpage will provide updates on topics such as the ANSI A92 and CSA B354 standards due to be finalized this year.*

REDMOND, WA (January 17, 2017) – Ask questions, get answers — the Genie® “Ask Me Anything” (AMA) event makes it possible for customers to do just that. Expanding on the company’s popular education-focused website, [Genie Aerial Pros](http://aerialpros.genielift.com/) (<http://aerialpros.genielift.com/>), its new AMA webpage gives Genie another opportunity to provide information to customers on topics influencing the aerial industry, including the most up-to-date information available from manufacturers on how changes to the ANSI A92 and CSA B354 standards will affect equipment, service and training. The first Genie AMA event will be January 23-27.

“Genie AMA events give us another social media platform to stay connected with customers online — getting them the information they need to know, when they need to know it,” says Aron Sweeney, Genie Marketing Manager, Terex AWP. “Customers and others involved with the industry can interact with us one-on-one. They can ask questions, comment on posts and sharing their opinions.”

An AMA — short for “Ask Me Anything” — is a social media feedback approach that allows an industry expert to post a message on a given topic and says, “Ask me anything on this subject.” This type of platform was introduced several years ago, and it has been gaining popularity, due to its usefulness in helping customers getting information directly from industry experts. According to Sweeney, the initial goal of the Genie AMA event is to continue to educate customers about changes coming to the North American aerial industry standards in 2017 and how these changes apply to Genie lift equipment. Ahead of this first AMA event, Genie offers customers and key stakeholders high-level information regarding the upcoming ANSI A92 and CSA B354 changes through a video presentation, which can be accessed at <https://terex.wistia.com/medias/wkvcya7ko8#>. Additional information and resources on these important industry changes can be found at <http://aerialpros.genielift.com/category/mewp-standard/>.

“Standards in North America are changing significantly in 2017, and our customers will benefit from this opportunity to be more educated of what is changing and how it will affect them,” continues Sweeney. “With our new AMA webpage, we have another opportunity to educate our customers and equipment users on not only the changes but how to apply and follow them when using Genie aerial equipment. This commentary is a more personal approach to engage with our customers than just strictly informing them. “

Topics, such as safety and training, compliance, service, product introductions and new applications, may be addressed in future Genie AMA events.

### **How will it work?**

An open-ended AMA prompt will be posted to new webpage on the Genie Aerial Pros site, as well as will be shared on social media simultaneously, on January 23<sup>rd</sup> to garner questions. The post will stay open, or “live,” for questions and comments through January 27<sup>th</sup>. Once questions are posted and reviewed, Genie will post responses from its team members, including engineering and safety experts, to the questions in a timely manner. Customers wishing to participate in the AMA event, or simply to follow the questions and responses, can access the Genie Aerial Pros website in a variety of ways, including the dedicated website <http://aerialpros.genielift.com/>, as well as via [www.genielift.com](http://www.genielift.com) and through the company’s social media pages: [Facebook](#) (GenieLift), [Twitter](#) (@GenieLift), [LinkedIn](#) (Genie Industries), [Google+](#) (GenieInd) and Instagram (@genie\_lift).

Based on the questions from customers, the Genie team plans to produce short video and whiteboard presentations to be posted to Genie Aerial Pros website, with a link posted social media, to summarize the most important information covered in the AMA on given topics. The website will also continue to provides Genie customers’ insights on sales and marketing best practices, company news, as well as upcoming industry and company events. Content featured on Genie Aerial Pros includes tips and trends articles, product bulletins and videos, industry alerts, customer success stories, testimonials and more.

“Our aim with all Genie online properties is to share knowledge on topics influencing and affecting the aerial industry with our customers,” finishes Sweeney. “These sites give our customers another way to gain value from our brand — providing them with the information, the tools and the content they need to successfully manage their aerial fleets.”

For in-depth details on Genie products and services, as well as information on issues shaping the aerial industry, visit [www.genielift.com](http://www.genielift.com).

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### **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, Powerscreen and Demag. 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), and on its LinkedIn page — [www.linkedin.com/company/terex](http://www.linkedin.com/company/terex) and Facebook page — [www.facebook.com/TerexCorporation](http://www.facebook.com/TerexCorporation).