

# TEREX LANEWS

MAKING IT  
HAPPEN  
IN **2015**

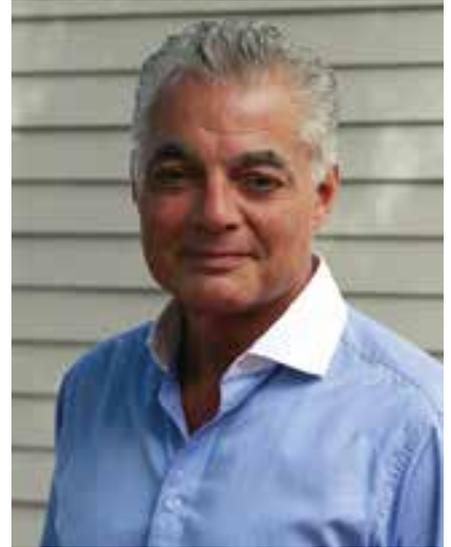


**NEW OPERATIONAL SUPPORT CENTER  
FOR CUSTOMERS – MY TEREX  
SPEEDS UP CS**



# MAKING IT HAPPEN IN 2015

FRANÇOIS JOURDAN  
PRESIDENT OF  
TEREX LATIN AMERICA



Dear clients, friends, and fellow team members,

2014 with the hard work and accomplishments made – is behind us, while 2015 comes up with bright perspectives of good outcomes because of last year's investments.

Following our strategy to exceed clients' expectations and help them gain efficiency, in 2014 Terex invested over R\$20 million to improve its Latin American infrastructure, as well as customer service, after-sales, and training areas. One of the landmarks resulting from all our efforts is the 'My Terex' program, which aims to strengthen the company's presence and support offered to clients, especially in terms of after-sales services, now relying on a direct channel for parts, services, warranty, and training, on a 24 x 7 basis.

I would like to emphasize the importance of the program creation, which is to ensure the excellence of our worldwide operations for Brazil and Latin America. The goal is to bring the various fronts of the program into sharper focus, going through Customer Services, Warranty, Technical support, Parts, Training, and a team of experts to promptly respond to demands and solve our customers' problems with a Direct Communication channel. Therefore, besides providing great quality services for clients, we can reduce downtime due to maintenance,

Additionally, we created the Operational Support Center for Clients - My Terex, aiming to support our clients' operations, and to monitor their activities in real-time.

This is most useful in responding to clients' demands across the various segments: material handling (Demag), Cranes and AWP's (Genie) and Utility vehicles (Aerial Devices and tools).

Additionally, the Terex University was launched in May: one unit in Cotia and another one in Betim. In 2014, more than 500 professionals (including team members, and clients from over 60 companies) participated in training on the different segments, conducted in both cities. 2015 Training schedule is already available on our website: [www.terex.com.br](http://www.terex.com.br). Terex University also offers hands-on training carried out at our Show room – part of the infrastructure improvements made in 2014. This premise is highly useful for training purposes, since it consists of a backup for both theoretical and practical training efforts, which will help us develop increasingly more effective solutions for our clients, and in the prevention of equipment problems.

Our investments also encompassed people and processes. We have integrated the systems and the legal entities of Terex Latin America and Demag, thus generating synergy and higher efficiency across work and administrative processes. Our focus for the Cranes segment was the restructuring of the services area, now counting on a manager and supervisor dedicated to customer support, and training. For our AWP segment, 2014 was a great year to consolidate Genie's brand as a market leader and pioneer, introducing the largest telescopic boom in Brazil: the Genie SX-180 boom lift.

Our Material handling segment, under the Demag brand – with production facilities in Cotia, in São Paulo – invested heavily in technology and, as a result, launched the KBK Aluline and the V-type girder. The new launches provide customers with productivity and financial gains.

Our Port Solutions segment, in addition, kept their performance at the same good level as in previous years, having 450 Reach Stackers placed in Brazil, and sold large-sized equipment for companies like Libra and Fospar. Our expectation levels are even higher for 2015, with the arrival of João Pensa, an executive who will work as Manager of the segment. Last, but not least, the Utility vehicles segment, with production facilities in Betim (MG), worked on their strategy to streamline their operations, cut-down costs and reset their distribution channels to become more competitive. Therefore, the brand can successfully promote key products for live lines: Digger Derrick (an auger drill with aerial platform) and the SkyRitz single aerial devices.

Wow! We have certainly worked hard in 2014! Yet, there is more to come in terms of equipment developments and services for this year. We have high expectations towards our main event - the M&T EXPO, and we are counting on your help to **MAKE IT HAPPEN** in 2015!

I wish you all a great 2015! Enjoy your reading! ■

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# READY TO GROW

## TEREX PORT SOLUTIONS SEGMENT HAS A NEW SALES MANAGER, AND GETS READY TO SURPASS THEIR GREAT RESULTS OF THE PAST FEW YEARS

With a broad range of products and solutions for all applications in the port segment, Terex Latin America has been growing rapidly. The company has recently reached the mark of 450 Reach Stackers sold in Brazil, while also selling large-sized equipment to companies like Libra and Fospar. The current challenge lies on keeping up with this continuous and rapid growth.

To cope with 2015 challenges, Port Solutions has made changes to its organization, with a new leader: João Pensa, the new Senior Sales Manager, who will be responsible to set strategies for equipment, parts, and services, as well as to follow-up on business prospecting with dealers.

### COMPLETE FAMILY

"For 2015, Terex Port Solutions' main goal is to grow above market levels. Our goal is to consolidate Terex brand as a major solutions provider, by showing our broad products lines for our customers. There are 16 families of equipment, many of which are still not known in the Brazilian market, but which entail a great



JOÃO PENSA, NEW SALES  
MANAGER FOR THE PORT  
SOLUTIONS SEGMENT

potential to offer excellent results," adds Pensa.

To grow the business Pensa intends to monitor customer satisfaction, looking forward to narrow our relationships with key clients and strengthening Terex presence in new businesses. Furthermore, he will develop a framework for pre-sales processes between Terex Latin America and the five factories of the segment around the world. ■

## Demag V-Type Bridge Crane

# REVOLUTIONARY

**A NEW GENERATION OF BRIDGE CRANES WITH V-TYPE DESIGN, SETS A NEW TECHNOLOGICAL STANDARD FOR THE INDUSTRY ENABLING A REVOLUTION IN INDUSTRIAL BUILDINGS' ARCHITECTURE**

The new Demag bridge crane has a V-type design that uses less material, which saves resources and increases its maximum lift capacity. Weighing 17% less, on average, than similar box profile girders, it produces less wheel pressure, minimizes the forces transmitted to the existing building structure, and increases the maximum load capacity. This new technology gives architects

greater freedom for planning new factory buildings, while companies gain more flexibility in their production bays.

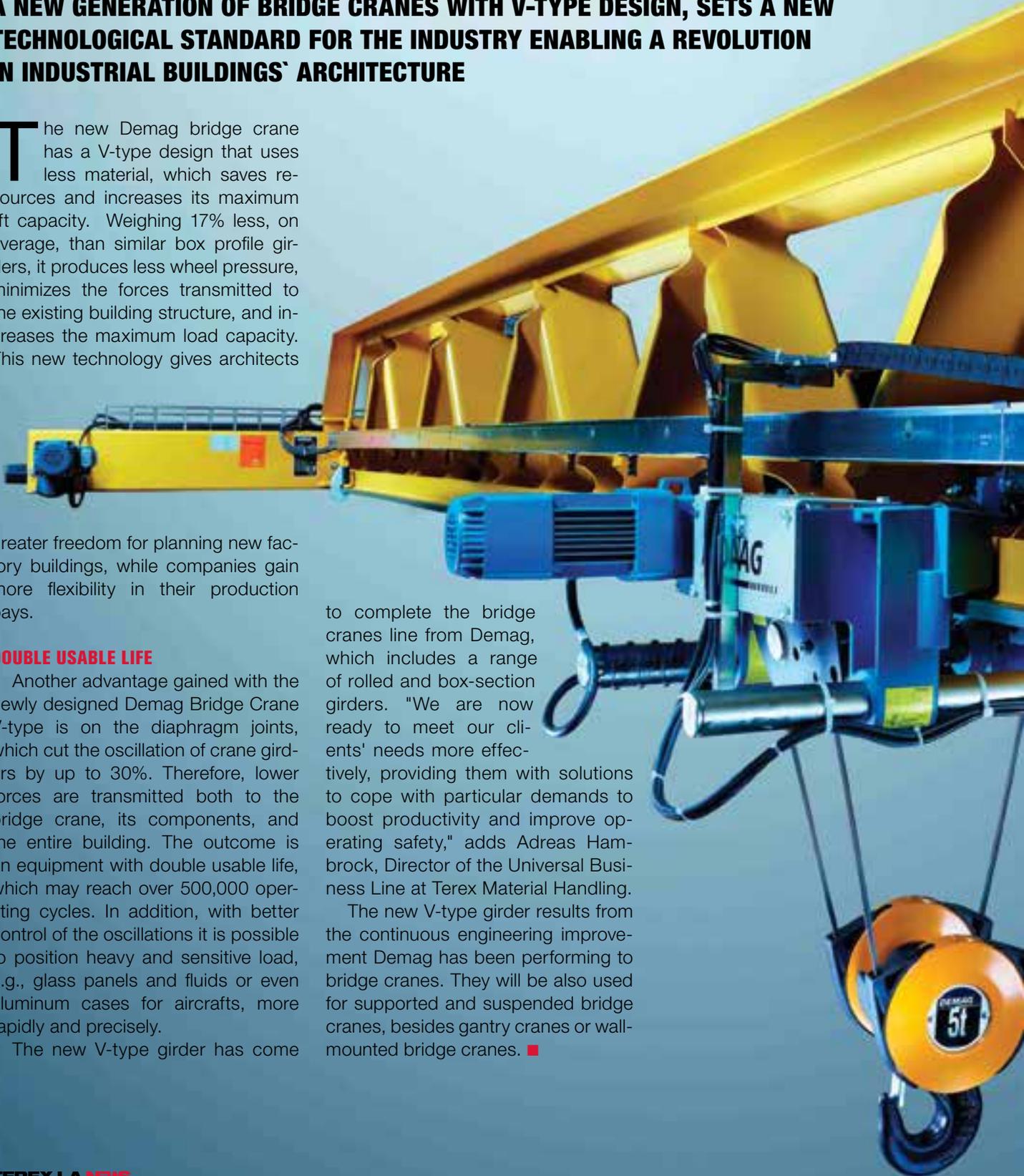
### DOUBLE USABLE LIFE

Another advantage gained with the newly designed Demag Bridge Crane V-type is on the diaphragm joints, which cut the oscillation of crane girders by up to 30%. Therefore, lower forces are transmitted both to the bridge crane, its components, and the entire building. The outcome is an equipment with double usable life, which may reach over 500,000 operating cycles. In addition, with better control of the oscillations it is possible to position heavy and sensitive load, e.g., glass panels and fluids or even aluminum cases for aircrafts, more rapidly and precisely.

The new V-type girder has come

to complete the bridge cranes line from Demag, which includes a range of rolled and box-section girders. "We are now ready to meet our clients' needs more effectively, providing them with solutions to cope with particular demands to boost productivity and improve operating safety," adds Adreas Hambrock, Director of the Universal Business Line at Terex Material Handling.

The new V-type girder results from the continuous engineering improvement Demag has been performing to bridge cranes. They will be also used for supported and suspended bridge cranes, besides gantry cranes or wall-mounted bridge cranes. ■





## PRODUCTIVITY FIGURES

**17%**  
lighter than the  
bridge cranes  
with box-section

Oscillations  
reduced by  
up to  
**30%**

Double usable life,  
with over  
**500.000**  
operating cycles

# TRAINING PROFESSIONALS

**2015 PROVIDES COUNTLESS OPPORTUNITIES FOR IMPROVEMENT FOR PROFESSIONALS WILLING TO BROADEN THEIR KNOWLEDGE ON GENIE, DEMAG AND TEREX EQUIPMENT**



STATE-OF-THE-ART LEARNING MATERIAL: FACILITATING APREHENSION

Investing in quality training, Terex Latin America supports its commitment towards clients' good results, helping them to achieve the best performance from equipment. Industry professionals think that Terex University courses stand out as an excellent growth opportunity. 2015 Training calendar includes several courses focused on maintenance technicians and operators, providing a solid basis to help them on their daily work.

Terex University courses rely on the appropriate learning material, while enabling students to have a practical experience.

For more information, please, access the site [www.terexuniversity.com](http://www.terexuniversity.com) or contact us via e-mail to [spl.training@terex.com](mailto:spl.training@terex.com) or call us at 0800 031 0100. ■



TRAINING FRAMEWORK: INVESTMENTS IN FACILITIES AND TEACHING QUALITY

## TRAINING SCHEDULE - FIRST HALF 2015

<b>Genie</b> A TEREX BRAND	<b>Credit Hours</b>	<b>FEB</b>	<b>MAR</b>
Business training: S100	16h	11 to 12	
Electric-hydraulics essentials	40h	9 to 13	
AWP training I	32h	23 to 26	
AWP training II	24h		30 to 01/4
Train The Trainer Course	32h		02 to 05
Training on Engines	32h		16 to 19
Training on Z80/S125	32h		

<b>DEMAG</b> A TEREX BRAND	<b>Credit Hours</b>	<b>FEB</b>	<b>MAR</b>
Bridge Crane Operation: NR11 compliant	8h	9 & 16	9 & 16
Safety for Load Lifting Equipment Maintenance Technicians	8h	10 & 17	10 & 17
Aerial Platform Operators: NR 18 compliant	8h	11 & 18	11 & 18
Safety for Works at Height: NR35 compliant	8h	12 & 19	12 & 19
Attachments, cabling, jack and chains inspection	8h	13 & 20	13 & 20

<b>TEREX</b>	<b>Credit Hours</b>	<b>FEB</b>	<b>MAR</b>
Cranes: Techniques for Supervisors		9 to 13	
Cranes: Operation and Safety (simulator/equipment)*			10 to 14 24 to 28
Advanced Module on Rough Terrain Diagnosis		2 to 6	30 to 03/04
Cranes Essentials – Business focus		23 to 27	

\*Training require simulator or equipment available



# PORTAL FOR CONTINUOUS IMPROVEMENT

For Terex Latin America, Continuous Improvement is far more than a corporate concept. It is a value deeply rooted into the company's culture, one that should be nurtured on a daily basis. That is why Terex provides their clients with opportunities to boost their professionals' skills, by offering technical, business, safety, operation, and product knowledge training.

Focused on our Continuous Improvement policy, the company created a web portal with information on all training offered across the different product segments and families. The objective is to facilitate clients' access and to speed up our response time as to their needs, since now they can rapidly view the training available and enroll their professionals online.

The new portal has reduced paper work and accelerated the process of participation in the Terex University, thus generating greater transparency and convenience. In no time, all of Terex Latin America's clients will be able to access the portal from our web site [www.terexuniversity.com.br](http://www.terexuniversity.com.br) ■

APR	MAY	JUN
	27 to 28	
	11 to 15	
		29 to 02/07
27 to 30		

APR	MAY	JUN
5 & 12	11 & 18	8 & 15
6 & 13	12 & 19	9 & 16
7 & 14	13 & 20	10 & 17
8 & 15	14 & 21	11 & 18
9 & 16	15 & 22	12 & 19

APR	MAY	JUN
13 to 17	11 to 15 25 to 29	8 to 12 22 to 26



PORTAL OF TEREX UNIVERSITY: INFORMATION AND ONLINE ENROLLMENT

# TOTAL CONTROL



**WITH THE STATE-OF-THE-ART OPERATIONAL CONTROL CENTER – MY TEREX, THE COMPANY STARTS A NEW CUSTOMER SUPPORT CONCEPT FOR LATIN AMERICA, WITH MORE AGILE SERVICING**

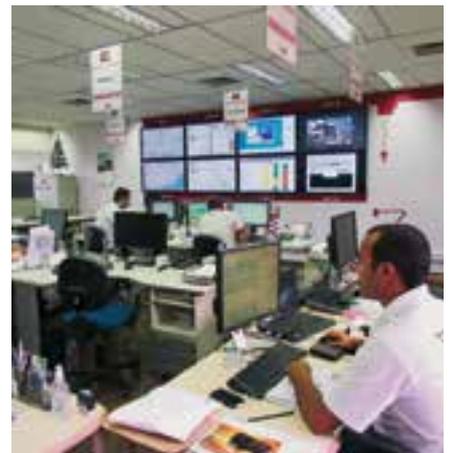
Terex Latin America (TLA) opens new facilities in Coitia: the Operational Customer Support Center My Terex. The Operational Control Center relies on a highly qualified team. It provides technical support for customers across material handling, cranes, aerial work platforms, and utility vehicles segments,

The Operational Support Center's activities include scheduling and supporting 200 field technicians, and responding to calls on warranty, parts, and emergency calls. "With that, we hope we accomplish an average time of servicing of up to three

hours, thus making our post-sales even more efficient", explains João Miguel, business manager for Terex Customer Services area.

The Operational Support Center for Customer Support relies on 12 professionals, dedicated to meet customers' demands. Using a control panel with 8 50" monitors, the team can follow each phase of the servicing processes in real time.

"The service focus is on parts, services and technical support actions, continuously looking forward to meet and excel the expectations of Terex Latin America's customers", adds João. ■



# POSITIVE INDICATORS

## THE CALL CENTER OUTCOMES FOR MY TEREX PROGRAM SHOW THAT THE TECHNICAL SUPPORT IS GOING THROUGH A STEADY, CONTINUOUS IMPROVEMENT PROCESS

With a toll-free call, both from land-lines and cell phones to 0800 031 0100, Terex clients can access My Terex Technical support Call Center. In operation since the first half of 2014, this service is available 24 x 7 and has already gained field technicians' trust. The new communication channel has been servicing an increasing number of contacts, thus proving the success of the initiative.

Since October 2014, Terex Latin America has started expanding the number of issues resolved on the first call, named as N1. As a result, N1 customer assistance type has been growing evenly, thus contributing to raise the levels of customers satisfaction. Now, Terex is investing in new training for customer services assistants, besides looking for ways to improve the system, while increasing both the reliability and efficiency of this communication channel.

"We monitor all incoming calls, the servicing time length, the number of lost calls and various other parameters to better measure the Terex Services team's performance", explains Sérgio Yassui, Terex Manager responsible for the Call Center Coordination. "With the continuous improvement to our processes, by January 31st, we were able to have 58% of calls

resolved within 1 hour, and 92% of the calls solved in the first call," concludes.

Terex Latin America team is preparing other improvements to be launched throughout 2015, and is working to improve even further the contact with clients on a 24 x 7 basis. ■

MY TEREX APPLICATION: 24 HOURS A DAY, 7 DAYS A WEEK

### CALL CENTER FIGURES

**58%**  
of the issues resolved within 1 hour

**92%**  
of the issues resolved during the first call



# MAKING IT HAPPEN ON FACEBOOK

## TEREX LATIN AMERICA LAUNCHED ITS NEW FACEBOOK PAGE, AND NEW INSTITUTIONAL VIDEO ON FACEBOOK

With worldwide reach and the capacity to share information within seconds, social networks have changed the way people communicate. They influence opinions, help spread knowledge, and gather people with common interests. Terex Latin America is already part of this virtual universe, with an active participation in Twitter: @TerexLA. In 2015, the company launched its own Facebook page.

The page was launched on January 5<sup>th</sup>. By accessing Terex LA Facebook page you can be up-to-date with all of the company's news and get further details on our varied lines of products. Through Facebook, you will also be able to follow Terex Latin America's participation at exhibits and events from various business segments it participates in.

### BUILDING RELATIONSHIPS

With over 1.2 billion active users globally, and over 62 million people in Brazil. The Terex Latin America Facebook page aims to increasingly communicate with its clients and nurture the best relationship with team members, suppliers, and business partners. The company has plans to extend its reach beyond Facebook, using other social networks.

And, to introduce the market to all its capabilities, Terex Latin America has already posted its brand new institutional video at Facebook, where it shows – in an agile and thrilling way – that the company is built of **PEOPLE WHO MAKE IT HAPPEN!** ■

Enjoy our fan page:  
[facebook.com/TerexLA](https://www.facebook.com/TerexLA)



Watch the video:  
<https://www.youtube.com/watch?v=fiuU0dnsBe0>

# SPEEDING UP TIME

## TEST RATES AERIAL DEVICES PERFORMANCE THROUGHOUT THEIR USABLE LIFE TO CREATE MORE RELIABLE EQUIPMENT, AND MORE REALISTIC PREVENTIVE MAINTENANCE PLANS

**O**n the automated test stands at Terex facilities in Betim/ MG, time seems to go faster. Equipment such as aerial devices are subjected to severe operational conditions and, within a short time, it is possible to evaluate the impacts on the product as if 10 years had passed. This simulation is already a reality, thanks to the "Life Cycle Testing" deployment, which is a methodology that is now part of the new product development process of Terex and Genie.

### TEREX ENGINEERS' MERIT

The Terex Production Engineering team from our factory in Betim developed and implemented this process, through which, besides the functional testing, they employ other test methods to analyze the product throughout its operating life cycle. The testing is monitored on daily basis, and the pertinent information collected from a checklist is presented and discussed among the production, quality, parts, services, product engineering, and processes engineering areas.

The "Life Cycle Testing" – as used during the development phase of the equipment – increases the reliability of the entire production process, since it helps determine the

SIMULATING 10 YEARS OF LIFE OF THE EQUIPMENT: MORE RELIABILITY



durability of all components, and set a more adequate preventive maintenance plan. "The Life Cycle Testing is extremely important, since it allows us to view equipment's wear and tear levels throughout time, acknowledging the actual working conditions. Therefore, we can manufacture good quality, safe, and reliable product," says Rafael Vilan, Business Supervisor for Terex Aerial equipment.

### IN PERFECT WORKING CONDITIONS

The first equipment under testing through this new methodology is an upgrade of the Skyritz-10, along with an upgraded standard chassis. With the new "Life Cycle Testing," Terex takes an important step forward to provide increasingly more reliable solutions, capable of increasing productivity and return on their investment. ■



LIFE CYCLE TESTING: PROCESS DESIGNED AND IMPLEMENTED BY ENGINEERS FROM TEREX IN BETIM

# CUSTOMER MEETING

# A MEETING TO INTRODUCE GENIE NEW PRODUCTS FOR 2015

**IN ADDITION TO THE NEW PRODUCTS  
FOR 2015, THE MEETING SHARED  
ALL THE INFRASTRUCTURE SUPPORTING  
THE GENIE BRAND IN LATIN AMERICA**

Genie customers had the opportunity to hear about the most recent developments in aerial platforms. On October 22, they met to participate in the 2014 Customer Meeting, this well-known event promoted by Terex Aerial Work Platforms, which this time was held at the company's headquarters in Cotia, São Paulo.

Over 100 clients, professionals from the key rental companies of the country participated in the meeting, as well as Genie representatives, and Terex Latin America team members who service the aerial work platforms segment.

## **BUSY AGENDA**

The key focus of this Customer Meeting was to inform about the investments that Terex Latin America made to products and customer services. Besides sharing market data on aerial work platforms for 2014, the event had a special presentation with details of the structure supporting the Genie brand in Latin



America. Clients could also learn about the company's investments to implement a modern training center, the Terex University.

### RESPECTED SPEAKER

The second part of the Customer Meeting was held on the 29th October, at Terex's headquarters, in Cotia. This time, the big attraction was the participation of the reputed journalist Carlos Alberto Sardenberg. He is one of the anchormen from CBN, a radio news broadcast aired nationwide. Sardenberg is also a commentator of Economy for CBN radio station, besides Jornal das 10 (news program, Globo News TV Channel), and Jornal da Globo (news program, Rede Globo TV channel). customer enthusiastically attended his speech, and could learn from the information and privileged vision of this important press professional about the country's economy and business environment trends. ■



JOURNALIST CARLOS SARDENBERG WITH RAPHAEL CARDOSO, FRANÇOIS JOURDAN AND LUIS NUNES



2014 CUSTOMER MEETING: ATTENDED BY OVER 100 CLIENTS



# WITH FULL POWER

**DURING THE MOST IMPORTANT EVENT IN THE ELECTRIC POWER SEGMENT OF LATIN AMERICA, TEREX DEMONSTRATED INNOVATION AND PROVED WHY IT IS A BENCHMARK FOR QUALITY AND RELIABILITY**

In November, through its segment of Utility vehicles, Terex participated in the SENDI – National Seminar of Electric Power Distribution, held in Santos city, São Paulo State. This has been the 21st edition of the event, which is currently the largest one of the segment in Latin America. The event promotes an intense exchange of information, and discussions on the future of the industry in Brazil, and in Latin America.

During the XXI SENDI, there was the fifth National Rodeo of Electricians, where teams of electricians from different electric power concessionaires competed to show their expertise, skills, and mastering of safety guidelines.

## INTRODUCING INNOVATIONS

On top of a fruitful exchange of information, the event enabled good business dealings. Participants could see CPFL Energia making a presentation about Terex Digger Derrick – an equipment of common use in the USA and in strong expansion in Brazil, emphasizing its application and efficiency.

According to Rafael Vilan, Busi-



ness supervisor of Terex Utilities division, the company is working to keep rendering quality for and meeting clients' needs. "SENDI, which has a broad reach across the industry, was very important to us, since it allowed us to reach all of our clients across a variety of levels. We talked to operators, as well as to directors and presidents from various power companies. We had the opportunity to show that we are a benchmark for our clients, we rely on a great team, and we have products recognized by their quality", emphasizes Rafael Vilan, mentioning Digger Derrick as an example of innovation, which had a broad effect throughout the event.

## ELECTRICIANS IN ACTION

Held with the aim to value professionals from the electricity industry front line professionals, the Electricians Rodeos promote a strong integration and motivate improvements to safety procedures at work. "The Electricians Rodeo was really important to promote our products.



Furthermore, it allowed for the diffusion and strengthening of Terex brand among the professionals working in the maintenance of overhead lines from low and average voltage networks," said Gladson Mariz, Business Supervisor for the Live Line Tools for Terex Utilities.

With its business unit in Betim/MG, Terex has been in the market for over 50 years. The company, working to provide solutions in the distribution, transmission, and substation areas, has a national network comprised of over 50 accredited workshops, covering the main states, besides another 40 distributors and agents across Brazil, and the world. ■

# LYNCHBURG LIFT

## GILLEY CRANE'S FIRST LIFT WITH THE TEREX® EXPLORER 5800 CRANE IS AT THE JACK DANIEL DISTILLERY

The Jack Daniel's name stands for dedication to craftsmanship and quality. When ordering a Jack Daniel's Tennessee Whiskey, you know you are getting a high quality product. The same is true for Gilley Crane Rigging and Lifting of Manchester, Tenn. The two recently came together when Gilley Crane was tasked with lifting two boilers weighing more than 100,000 lb (45,360 kg) each at the Jack Daniel's Distillery in Lynchburg. The challenging lifts required each boiler to be lifted twice at a 28-ft (8.5-m) radius in a confined space. "At one end of the lift, we had to work around a fenced-in lot nearby other equipment, while at the other end we had to work around rebar sticking up around the boiler base," explains Gilley Crane Owner, Robert Gilley.

Working in the confined area, Gilley Crane's crew needed a compact crane with excellent maneuverability. Having only a two-day window to complete the project, the company needed a crane that offered fast roading, quick setup and efficient operation.

Gilley Crane selected a new crane from its fleet for the lift, one in which the brand name and team behind it stands for quality and service. It was the company's new Terex® Explorer 5800 all terrain crane, purchased from its Terex Crane distributor in Cleveland, Tenn., Renegar-Driggers Machinery Co, Inc. "I have bought a lot of equipment in my life, and I can't be any happier with the level of service and support provided by Terex and Renegar-Driggers," says Robert Gilley.

The Terex Explorer 5800 all terrain crane is designed to quickly travel the streets and highways of many market around the world. It can be configured so that its five-axle chassis meets

stringent axle loads of less than 20,000 lb (9000 kg) per axle. The crane also features a compact, 43.3-ft (13.2-m) carrier length and 4-ft (1.2-m) front overhang. Its narrow 9.8-ft (3.0-m) width enables the 245 US-ton (220-t) capacity class crane to transport without restriction.

Gilley Crane's four-man crew quickly roaded the Explorer 5800 crane plus full counterweight the 30 mi (48.3 km) from its Manchester yard to Lynchburg. It required just four additional transports to move the crane's 154,800 lb (70,2 kg) of counterweights to the project site.

The Explorer 5800 all terrain crane transports with its standard 229.7-ft (70-m) telescopic main boom installed, which provided quick on-site setup and offered more than enough length for the boiler lifts. To improve on-site equipment setup, this Terex all terrain crane self-rigged its counterweight panels. "In total, it took us about 1.5 hours for crane setup before we were ready to work," says Gilley Crane's Project Manager, Scott Peterson.

In total, the project required eight lifts to move and place the two boilers and bases. The 20-foot-tall by 25-foot-long (6.1-m by 7.6-m) boilers and 10,000-lb (4,5-kg) bases were first placed onto trailers and moved approximately 200 yd (187.9 m) to their final location. Working with 55.4 feet (16.7 m) of main boom at a 28-ft (8.5-m) radius, the Explorer 5800 crane delivered more than enough capacity to lift and position the boilers and bases. "The space we had to work with left very little room to maneuver the crane,



but the steering on the Explorer 5800 is more advanced than what we've seen from any other crane on the market," says Gilley. The Explorer 5800 crane offers six steering modes, including off-wall and crab, to deliver a turn radius of 37.3 ft (11.4 m), improving on-site maneuverability. "The speed with which it crab steers is very efficient," adds Peterson. "It's mind-boggling at how quickly and easily it steers and transitions between the different steering selections."

All crane operations, from steering to boom settings, on the Explorer 5800 crane are managed by the IC-1 computer system. "The IC-1 system," says Ake, "features touchscreen operation and intuitive controls to make it easy on the crane operator. Plus it stores all the load charts for quick access and confident operation."

Within two days, Gilley Crane's crews transported the Terex Explorer 5800 crane to the Jack Daniels' Distillery, rigged it for the project, performed the picks and transported it back to the Manchester yard. "Our operators are extremely pleased with its performance, and everyone who has seen it work is impressed with its capabilities," mentions Peterson. ■



# AGILITY DOES PAY

**WITH THE NEW SYSTEM ALREADY UP AND RUNNING, TEREX LATIN AMERICA SPEEDS UP THE WARRANTY PROCESS FOR EQUIPMENT FROM THE AERIAL WORK PLATFORMS AND CRANES' SEGMENTS**



When it comes to warranty, all Terex Latin America's clients know they can count on Terex worldwide trustful service safety from one of the largest manufacturers of machinery and equipment worldwide. Now, for the AWP and Cranes segments, the entire process involving Genie equi-

ment, Terex cranes, and derricks warranty has become even more agile. The company is launching a new, simpler, and more efficient system.

The new warranty system is intended to eliminate the use of grids and other paper procedures, thus speeding up the process, overall, while delivering greater transparency.

Accordingly, the company is expecting to cut down response time to clients' needs. The new system can be easily accessed from the site [www.terex.com.br](http://www.terex.com.br). After running a pilot with a couple of clients in February, the new system is up and running and accessible to all Terex Latin America clients. ■



**NEW WARRANTY SYSTEM: EASE OF ACCESS AND TRANSPARENCY FOR CLIENTS**

## CUSTOMER SUPPORT AREA

**BY ACCESSING [WWW.TEREX.COM.BR](http://WWW.TEREX.COM.BR) CLIENTS CAN FIND VALUABLE TECHNICAL TIPS TO HELP IN GENIE® PRODUCT MAINTENANCE**

Field professionals working in the operation and maintenance of Genie's AWP's have no time to waste. Agility is crucial to reduce downtime, and to increase the productivity of the equipment. For that reason, Terex added a new tool to its website to help clarify questions during diagnosis, and repair processes.

In [www.terex.com.br](http://www.terex.com.br), the AWP division team remains available to answer technical services questions on all Genie products. Moreover, as part of its commitment towards excellency, Terex Latin America created a site where you'll find all of the answers to the most frequent questions or regarding procedures run in the field for reference – available on



a 24x7 basis. This will facilitate the work of technicians, providing them with the answers they need, whenever they need. All they have to do is to refer to the technical tips from Terex. ■