

## **EQUIPCO Opens Exclusive Terex Construction Full-Line, Full-Service Dealership In Downtown New Orleans**

*Terex equipment donation to the City of New Orleans highlights upcoming grand opening.*

**Southaven, MS** (June 13, 2007) – Terex Construction and EQUIPCO, a new full-line Terex® construction equipment dealer located in downtown New Orleans, are joining forces to better serve contractors hard at work rebuilding the hurricane-battered region. Located near the Superdome, EQUIPCO officially opens its doors in a June 22, 2007 ceremony. EQUIPCO is the newest full-service dealer in the region, has created new jobs, and is well positioned for future growth.

“As a result of Hurricane Katrina, we established EQUIPCO in the heart of downtown New Orleans near the Superdome, a great point of distribution, so we can easily serve contractors in this market,” said Donald Charbonnet, an EQUIPCO co-owner and a lifetime New Orleans resident. “We are proud to have the full range of time-tested, high quality Terex Construction products in our offerings to help us with the business and the overall rebuilding effort of the region.”

“As the New Orleans business community continues its steady rebuilding from the effects of Hurricane Katrina, we are pleased to be playing a constructive role in helping to rebuild this great city,” said Bob Isaman, President of Terex Construction, who will join the EQUIPCO staff, customers and City of New Orleans officials during the June 22 grand opening ceremony. “We at Terex Construction were eager to partner with EQUIPCO to place this dealership at the heart of the city, where it will best serve our mutual construction industry customers who buy or rent our versatile and reliable equipment.”

The EQUIPCO co-owners – Donald Charbonnet and Shannon Fethke– are veteran equipment providers playing active roles in the business. They are longtime residents of the area and are committed to its prosperity. Along with the owners, the company’s staff has more than 100 years of experience in the industry in equipment sales, management and service.

“We are the newest of a very few locally owned and operated equipment dealerships serving the New Orleans market, but the only one located in the City of New Orleans,” said Charbonnet. “With Terex sharing the same passion for our cause and the long-term vision to actively rebuild and support this region, we are confident that we will make a real difference in the community. And thanks to our partnership with Terex, our business will thrive for many years.”

EQUIPCO, a full-service dealer that sells, rents and services construction equipment, will carry exclusively the full range of Terex® construction products, including loader backhoes, excavators, wheel loaders, off-road dump trucks and site dumpers. EQUIPCO will also carry exclusively products from other Terex brands such as Genie® aerial lifts and telehandlers and the Terex® light towers and generators.

Terex, the third largest construction equipment manufacturer in the world, will also donate a Terex® site dumper to the City of New Orleans during the grand opening ceremony. A site dumper is similar to a mini 4-wheel dump truck able to move material – such as dirt and concrete – around a variety of jobsites during construction and cleanup operations where great mobility and versatility are needed.

The EQUIPCO grand opening ceremony will take place at 11 a.m. on June 22, 2007. For more information about EQUIPCO, please contact Donald Charbonnet at 504-527-0933.

### **About EQUIPCO**

Located in New Orleans, EQUIPCO is a full-service equipment dealer that sells, rents and services construction equipment. As a result of Hurricane Katrina, four veteran construction equipment providers established EQUIPCO in late 2006 to serve contractors with equipment. All owners are active in the sales and management of the company. EQUIPCO employs a staff of sales, service and delivery personnel with 24/7 on call support.

### **About Terex**

Terex Corporation is a diversified global manufacturer with 2006 net sales of approximately \$7.6 billion. Terex operates in five business segments: Terex Aerial Work Platforms, Terex Construction, Terex Cranes, Terex Materials Processing & Mining, and Terex Roadbuilding, Utility Products and Other. Terex manufactures a broad range of equipment for use in various industries, including the construction, infrastructure, quarrying, mining, shipping, transportation, refining, and utility industries. Terex offers a complete line of financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services. More information on Terex can be found at [www.terex.com](http://www.terex.com).

### **Contact Information**

Public Relations Contact: Melinda Zimmerman-Smith  
Phone: 425-556-6511, FAX: 425-556-6535  
Email: [smithm@genieind.com](mailto:smithm@genieind.com)

Terex Construction Americas  
8800 Rostin Rd • Southaven, MS 38671  
Phone: 662-393-1800 • [www.terex.com](http://www.terex.com)