

PRESS RELEASE - FOR IMMEDIATE RELEASE

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OKLAHOMA CITY, OK – Terex Roadbuilding and POLARIS Laboratories announced this month the implementation of the equipment manufacturer’s new Managed Maintenance Fluid Analysis Program. The new program covers equipment from the manufacturer’s mobile concrete and asphalt lines including slipform pavers, trimmers, asphalt pavers, cold planers, reclaimer/stabilizers and material transfer vehicles. The strategic alliance is expected to enhance both the customer service objectives and equipment reliability and productivity goals that both companies support.

“Terex focuses on producing quality capital equipment that delivers productivity, return on investment and cost effectiveness that today’s value-conscious customer expects,” said Larry Meyer, Terex Roadbuilding senior director – customer service and support. “We believe the services POLARIS can provide will be of tremendous support in continuing that focus.”

Brett Minges, POLARIS VP, Sales, feels the new partnership will further the customer service and reliability goals both companies pursue. “We both work toward providing the customer with something more than the products we sell,” Minges said. “Value-added services, like fluid analysis, demonstrate our commitment and concern for their success. And the key to successful fluid analysis is utilizing the data to enhance machine uptime, improve reliability and increase profitability.”

POLARIS Laboratories provides complete testing and analysis for oils, fuels, coolants and water-based fluids. Its customer base is diverse with a heavy emphasis on the construction and off-highway equipment industries.

“We are extremely excited to have Terex Roadbuilding on board,” Minges said. “Terex is a globally recognized corporation and we are extremely honored with the opportunity to offer the Managed Maintenance Fluid Analysis Program to its customers worldwide.”