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**GENIE® DEALER JØMA SHOWCASED NEW EQUIPMENT AT DANISH ACCESS SHOW:
DANSK LIFTMESSE IN SLAGELSE, DENMARK, 11 + 12 May 2023**

*Genie platforms offer quality, performance, reliability and a low total cost of ownership
to deliver superior value*

Kolding, Denmark (15th May 2023) – Authorised Genie® Distributor Jøma Lift Teknik A/S made a successful Danish premiere at the Dansk Liftmesse access show in Slagelse on May 11 and 12, 2023. As part of its presence, Jøma Lift showcased a selection of Genie access equipment, including the ultra-efficient GS™-4655 E-Drive slab scissor lift, the compact and lightweight GS-1432m micro scissor lift, and the Genie S®-80 J TraX™ telescopic boom lift, which delivers year-round performance for nearly any work-at-height task, including work on sensitive terrain such as mud, grass and sand. Also on display were the Genie SX™-125 XC™ (Xtra Capacity™) boom lift with a working height of 40.10 m / 131 ft and the hybrid Z®-45 FE articulating boom lift.

This year's show also offered attendees the first opportunity in Denmark to learn more about the 4 m / 13 ft Genie platform for boom lifts, which boosts productivity on jobsites, increases operator comfort, and increases the versatility of equipment owners' Genie boom lift fleets by adding more than 60% additional space in the platform for work at height. The 4 m / 13 ft platform is now available for use on three Genie XC boom lifts.

Jørgen Martinsen, Owner & Managing Director of Jøma, said about the first lift trade show in Denmark: "It was good to show our 20 years of experience and selected models that represent the full Genie product range. Furthermore, we received a lot of interest in the debut of the Genie 4 m / 13 ft super-sized platform, which means fewer lift cycles, less time spent repositioning the boom lift and more space and

comfort for operators. Visitors to our booth were particularly interested in our parts and service offering and got a lift-up in one of the Genie machines.”

Electric and Hybrid Solutions Contribute to Rental ROIC

For more than three decades, Genie has been a leader in the electrification of the aerials industry by developing and applying technology that helps customers achieve their business and jobsite goals. Jøma, as a Genie authorised distributor, highlighted this experience and what it means for jobsites and equipment owners by showcasing examples of Genie’s newest and most innovative electric and hybrid MEWPs.

Jøma also received interest in Genie S-60 FE/DC telescopic booms, hybrid and electric Genie Z-45 FE/DC booms and hybrid Z-60 FE articulated boom lifts — including how these machines, with their rugged, reliable and clean high-performance, can work indoors and outdoors on modern jobsites, including on rough terrain. This versatility provides Danish rental companies the chance to increase utilization rates..

About the Genie Micro Scissors

Genie GS-1432m micro scissor lifts, as well as the higher-reaching GS-1932m micro scissor lifts, are equipped with Genie E-Drive. Lighter and more compact than standard-sized scissor lifts, the GS-1432m and GS-1932m can reach jobsites other scissor lifts can’t access. These Genie micro scissors can fit in a standard-sized elevator and drive through doorways with their standard, fixed guardrails, making them a safe alternative to ladders and a more productive alternative to vertical mast lifts. And, with a 227 kg / 500 lb capacity and 0.81 m / 32 in wide platform and 0.6 m / 2 ft extension deck, the GS-1932m and GS-1432m are roomy enough for two occupants, making these truly versatile options for nearly any work-at-height application up to 7.55 m / 24 ft 2 in.

Genie’s E-Drive AC electric drive motors are fully-sealed and maintenance-free, which helps reduce the total cost of ownership while boosting productivity. Additionally, they are four times more efficient than traditional hydraulic drive, which increases runtime per charge and lowers maintenance and repair costs, compared to similar machines with DC motors.

About the Genie GS-4655 E-Drive

The Genie GS-4655 E-Drive slab scissor lift is a robust and eco-friendly machine engineered with Genie’s state-of-the-art AC electric E-Drive system for unmatched performance and runtime in indoor and outdoor jobsites. With a max indoor working height of 15.95 m / 51 ft 9 in and a max outdoor working height of 8.55 m / 27 ft 6 in, and a max capacity of 350 kg / 770 lb, the GS-4655 offers an excellent combination of height and lifting capacity with powerful electric AC drive motors to maximize jobsite productivity.

The S-80 J TraX, the Only Tracked Boom in its Height Class, Offers a Lower Total Cost of Ownership, Performance and Reliability

The low weight of the Genie S-80 J telescopic boom lift allows it to be offered as a tracked option, making the S-80 J TraX the only tracked boom available in its height class. Many Danish customers use TraX models in spring and fall for applications on soft ground, the preferred alternative to machines on steel plates.

TraX booms offer enhanced traction for a smooth and agile drive in many types of terrain. Exceptional terrainability and lower contact pressure reduce damage when operating on sensitive ground surfaces, such as wet grass, mud, sand and snow, as well as on harder, uneven gravel, rock, concrete or asphalt-based surfaces. An unrestricted platform capacity of 300 kg / 660 lb allows two occupants plus tools to gain full access at the top of the boom's working envelope. Combined with a standard 1.8 m / 6 ft jib and oscillating axles for excellent 4WD traction, the S-80 J TraX boom lift is an ideal choice for year-round jobsites on rough or sensitive terrain.

The optimized design of the S-80 J boom lift reduces wearable and replaceable parts, decreasing the time and expense of maintenance, while delivering reliability and performance on the jobsite. Rental companies will appreciate the low total cost of ownership of the Genie J series because the units are cost-effective to maintain and transport.

About the Genie 4 m / 13 ft Platform

Compatible with Genie S-45 XC, S-65 XC and S-85 XC boom lifts, the 4m / 13 ft platform is well suited for tasks that involve an extensive working area, as well as jobsites with limited space to maneuver on the ground. In addition to increasing operator comfort, the extra space in the platform also allows workers to do more, faster, by providing access to twice as much work area with the same number of boom movements compared with a standard sized 2.44 m / 8 ft platform.

After following instructions to install the 4m / 13 ft platform and calibrating the machine, the S-45 XC, S-65 XC and S-85 XC boom lifts can take up to two workers to height and deliver a 272 kg / 600 lb lifting capacity. Additionally, operators benefit from other features of Genie's XC machines, including automatic envelope control, a smooth working curve and active load sense.

For equipment owners, because the 4m / 13 ft platform is compatible with multiple boom lift models and can be swapped out with the machine's standard platform on the same day if needed, the super-sized platform is a cost-effective, simple way to increase the versatility of the boom lifts in their fleet.

An off-center transport lock allows the machine to be transported on a standard trailer in most countries, keeping transport costs comparable to a boom lift with a standard-sized platform.

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About Genie

Since 1966, Genie has been the leading name in the aerials industry. With offices, team members and manufacturing facilities around the globe, Genie lifts and telehandlers can be found enhancing safety and improving productivity on jobsites worldwide. Genie's ongoing leadership in aerial lifts and material handlers is built on our ability to consistently deliver superior quality for our customers. At Genie, we achieve this **quality** not by chance, but **by design**. For more information on Genie products and services, visit www.genielift.com

About Jøma Lift Teknik

Based in Kolding, Denmark, Jøma Lift Teknik A/S is an Authorized Genie Distributor, offering attractive solutions in aerial work platforms and lifting equipment. Founded in 1999 by Jørgen Martinsen, the company now markets the mobile elevating work platforms of leading international brands, including Genie.

In order to be able to maintain the growing number of aerial work platforms and telescopic telehandlers demanded by end-user and rental customers, Jøma Lift Teknik A/S has continuously developed and expanded its service activities. Today, the company has a national network of service technicians and a central workshop in Kolding.

That is why Jøma Lift Teknik A/S is a strong, accountable partner for all companies in the industrial, construction and rental markets. For more information, visit <https://www.genielift.dk/>.

Photo: Jøma at Dansk Liftmesse



