



FOR IMMEDIATE RELEASE

Public Relations Contact for Genie:

Tracy Bennett, Mighty Mo Media Partners
Phone: 816-536-7903
Email: tbennett@mightymedia.com

Public Relations Contact for Access Alliance:

Mike Webb
Phone: 07534988544 (Mobile)
Email: mike@accessalliance.co.uk

Genie Hosts Access Alliance Meeting in the UK

Genie's New, Next-Generation Scissor Lifts Were Among the MEWPs on Display for Demo During the Meeting

Midlands, UK, December 18, 2024– The Access Alliance is a collaboration of some of the UK and Ireland's strongest, independently-owned regional powered access sales and rental companies. The latest members' meeting, held 20th November at the Forest of Arden Hotel in the Midlands, UK, brought together key players from the access industry for a day of networking, discussion, and Genie® equipment demonstrations.

Among the lifts on display were the new, Next-Generation Genie Slab Scissor Lifts that launched earlier in November.

Mike Webb, Chairman of the Access Alliance, said that members were particularly impressed with the equipment Genie showcased, and extended his gratitude to Genie for their exceptional hospitality and support in hosting the event.

We're incredibly grateful to Genie for not only hosting the meeting but also for their hospitality and effort in bringing such a comprehensive selection of equipment for our members to see firsthand," Webb said. "The machines Genie brought along generated a lot of interest, especially the new Next-Generation Genie Scissor Lifts. Seeing these innovations in person really adds value to our meetings and helps our members stay informed about the latest advancements in the industry. Seeing the lifts helped illustrate how the curved link design increases link set rigidity, improving operator comfort and reducing overall weight."

Andrew Kendrick, Director Sales & Support UK, Ireland & Nordics at Genie shared his thoughts on the event: "Genie was proud to host the Access Alliance meeting, helping foster collaboration and drive innovation in our industry. It also presented a unique opportunity to highlight how we are living our commitment to growth and improvement, and to showcase how we're delivering on Quality By Design through our latest products and innovations. This meeting not only strengthens relationships but also sets the stage for the future."

The Access Alliance continues to foster collaboration and growth within the industry through these regular gatherings, ensuring its members have access to the latest industry developments, resources, and opportunities to share best practices.

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About Genie

Since 1966, Genie has been the leading name in the aeriels 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 Access Alliance

The Access Alliance is a collaboration of some of the UK and Ireland's strongest independently owned regional powered access sales and rental companies. We offer a uniformed level of service and high quality of equipment throughout the UK. To ensure we achieve this, each member agrees to adhere to the organisations Core Values. Collectively our partnership offers a diverse range of powered access equipment including tower scaffold, low-level personnel lifts, mast lifts, spider access, scissor lifts, and cherry pickers from the world's leading manufacturers. Our aim is to provide a safe, reliable and cost-effective solution to your access problem. For more information, visit [Access Alliance – The UK's Access Specialists](#).

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