



FOR IMMEDIATE RELEASE

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Genie Delivers 171 High-Performance, Versatile Lifts to UK's Ashbrook, Ltd.

New boom and scissor lifts deliver top-notch quality, sustainable operation, and low total cost of ownership for diverse applications, including festivals and general construction

(7 October 2024) Warrington, UK Ashbrook, Ltd., an industry leader in plant, access, and agricultural machinery in the Northwest of the UK has taken delivery of 171 Genie® machines. These deliveries, which began in March, include GS™ E-Drive scissor lifts, electric rough-terrain scissor lifts, and Z® and S® boom lifts that will be used across a wide range of industries, including events and festivals and general construction.

Ashbrook Ltd. specifically chose to add Genie lifts to its fleet because of their high quality and productivity achieved with them on the job. They selected the electric and hybrid machines for their lower environmental footprint.

For instance, the GS E-Drive scissor lifts are efficient, electrically powered options that deliver high productivity and flexibility to support a wide range of jobs — thanks to an extensive product family that offers a wide range of working heights and capacities for work indoors and outdoors, and within narrow spaces.

“The GS series supports our wide range of clients and covers all applications from pharmaceutical to retail to music festivals, safari parks, and many more. It’s a great product supported by a great team of engineers from Genie who have integrated well with our team and work alongside our own workshop and field service engineers to maximize uptime and reliability for our customers,” said Ashbrook Commercial Director Mike Ashbrook.

In addition to the electric GS E-drive machines, Ashbrook Ltd. added several rough terrain scissors, the GS-4069 RT as well as the GS-4390 RT and GS-5390 RT scissor lifts with

Superdeck to their fleet. The Superdecks offer Ashbrook's customers additional space on the platform and extra weight capacity for demanding outdoor worksites.

"This particular machine is built for increasing productivity in construction sites and uneven, rough terrains, the ideal lift for our clients who want a product suitable for harsh environments," Mike Ashbrook said.

In addition to scissor lifts, Ashbrook Ltd. added hybrid FE and high-capacity Xtra Capacity™ (XC™) booms to their fleet to make sure they could meet their customers' needs, whether the job called for an environmentally friendly solutions or heavy lifting.

"The ability to work for a full workday on a single battery charge in electric mode with Genie FE provides wonderful efficiency and sustainability for our clients," said Ashbrook Managing Director James Ashbrook. "At the same time, hybrid mode provides additional flexibility, as it can deliver a full work week on a single tank of fuel, which lowers costs and still delivers a more sustainable solution than a diesel machine."

The Z-45 FE booms included in Ashbrook's order provide up to 15.92 m / 51 ft 8 in of working height and a platform capacity of 300 kg / 660 lb. The machine also offers 1.52 m / 5 ft articulating jib with a 135-degree vertical rotation to deliver superior positioning for operators. The Z-45 XC articulating booms and the S-65 XC and the S-85 XC telescopic boom Ashbrook Ltd. added to its fleet can deliver an unrestricted platform capacity of 300 kg / 660 lb, or 454 kg / 1,000 lb restricted capacity. The S-65 XC has a max working height of 21.81 m / 71 ft and the S-85 XC booms can deliver working heights up to 27.91 m / 91 ft.

Ashbrook Ltd. also takes advantage of Genie Lift Connect® Telematics to get valuable information to monitor their machines and manage their fleet, which has been extremely beneficial not only to Ashbrook Ltd., but to their customers as well.

Finally, James Ashbrook says Genie's quality customer support and attention to detail with the tailored consignment of parts are two other reasons they continue to choose Genie.

"At Ashbrook Ltd., we pride ourselves in using the latest machines and providing exceptional customer service to ensure we, as a one-stop-shop company, always meet the exact needs of customers, serving 25 industries," James Ashbrook said. "We chose Genie for its innovative technologies, the efficiency of their quality lifts that are applicable to all workspaces, and, of course, the support we get from the Genie team. The prompt and

professional support we get from the Genie service team is especially important to us and with Genie we have quick access to their technical team and get prompt and accurate answers back for a quick resolution of any issues that arrive as fleet reliability and uptime is very important to us.”

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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 Ashbrook Ltd.

Ashbrook Ltd is a UK-based leading plant, access, and agricultural machinery hire experts with specialist transport and groundwork divisions. ASHBROOK were established during the late 1990s by James Ashbrook, who is still Managing Director today. This family run firm use the latest machines and exceptional customer service to ensure that they meet the exacting needs of the customer time and time again. Based in the Northwest of the UK, close to main transport routes, they are able to deliver throughout the country and ensure that they are on time, every time, nationwide. For more information visit www.ashbrook.ltd