



## FOR IMMEDIATE RELEASE

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### **Innovative Solutions from Genie Will Be on Display at Innovationstag in Hohenroda, Germany, 19<sup>th</sup> and 20<sup>th</sup> June 2024**

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

Hohenroda (10<sup>th</sup> June 2024) – During Innovationstag, 19-20 June 2024, Genie and authorized Distributors ATG Lift GmbH (ATG) and BSI GmbH (BSI) will showcase how Genie continues to create innovative solutions for material and personnel lifting, while also keeping total cost of ownership low. Among the Genie equipment to be featured is the compact and lightweight SLA™ -20 material lift and the Genie® S®-65 TraX™ with the Genie Lift Guard™ Fall Arrest Bar.

“We are excited to have the opportunity to highlight our extensive experience in this region during Innovationstag, including select models that represent our full, extensive product range,” all three initiators are in agreement: Markus Bandura, Genie Sales Director – Germany, Austria & Switzerland, Sven Nielsen, Owner BSI and Andreas Konstantin, Owner ATG, “Furthermore, we expect a lot of interest in the new Genie TraX system, and the Genie Fall Arrest bar, which customers will be able to see on the S-65 TraX.”

Bandura continued: “Over the past two years, Genie has partnered successfully with our German top dealers for Innovationstag, who also won the Genie Dealer Award 2023, and we are excited to partner with them again to showcase our combined service offerings related to parts, service and financing with a new Genie team member line up.”

### **About the Genie SLA**

The Genie Superlift® Advantage SLA-20 lift is a sturdy, manually operated material lift that helps increase productivity and value. The lightweight SLA-20 Material Lift, which has a capacity of 363 kg and lifts to a height of 6.46 m, can fit through a standard, single doorway as a result of its compact size and portability, delivering productive versatility.

### **About the S-65 TraX**

The Genie S-65 TraX telescopic boom lift can perform a wider range of heavy lifting tasks on a variety of jobsites and terrain. The S-65 TraX has a max working height of 21.86 m along with a capacity of 300 kg unrestricted, and 454 kg restricted. Equipped with TraX, the lift has a weight of 13,098 kg and a track contact pressure of 193 kPa.

The S-65 TraX will be displayed at Innovationstag with the new, next-generation Genie TraX system.

### **About the Next-Generation Genie TraX System**

Genie's next generation TraX improves on its industry-leading track system. With 50% fewer serviceable parts than other tracks systems on the market, Genie TraX reduces the time and expense of maintenance and improves the Total Cost of Ownership.

Genie TraX systems, on average, offer 72% less contact pressure compared with standard tire options due to their broader weight distribution, allowing TraX machines to work on low-weight floors or in muddy terrain and sensitive ground conditions. It is the only TraX system in the industry that can be fitted to high-capacity machines. Four independent tracks ensure smooth break-over on rough terrain. Oscillating axles and the ability to swivel up and down by 22° enable the tracks to grip and climb over obstacles in the most extreme working conditions.

In addition, tracks can be swapped for tires (time to swap varies depending on the model), providing greater flexibility in terms of resale options. Genie will offer aftermarket upgrade kits to convert 2024 and newer S-65 XC and Z-62/40 boom lift models from wheels to TraX (some restrictions apply). These kits will launch at a future date.

### **The S-65 TraX also will feature the Genie Lift Guard Fall Arrest Bar**

As a company, Genie is committed to designing, manufacturing, servicing, and supporting quality equipment that enables people to work safely at height. This commitment has continued to drive innovation that helps improve productivity, safely.

Recognizing that there are times when an operator needs to perform work at height outside of the platform on an adjacent structure while remaining connected with the platform, Genie developed the Lift Guard Fall Arrest Bar, which has recently been certified for use across Europe.

The Fall Arrest Bar has a sliding track, which is designed to allow the operator to be anchored using a fall arrest system, providing them the opportunity to move freely and safely outside the platform on an adjacent structure. The Fall Arrest Bar attaches quickly and easily to a range of Genie® boom lifts and

can be used on a 1.83 m or 2.44 m platform. As always, equipment owners and operators should be sure that any accessories are compatible with the equipment being used.

Genie helps equipment owners and operators find the Fall Arrest Bar and similar information through supplemental manuals that are updated on its website on a regular basis, including compliancy information. It is important to note that country-specific and jobsite-specific regulations may apply, so operators should be certain to be aware of any specific requirements before using the Fall Arrest Bar.

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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](http://www.genielift.com)

### **About BSI**

Founded in July 1996 as a service company for aerial work platforms and mobile cranes, BSI has since continuously expanded its activities and developed into a specialist for the rental of access equipment and the sale of Genie boom lifts. Headquartered at Gernotstraße in Dortmund, Germany, the BSI team of 40 dedicated and competent specialists provides its customers with a complete range of services including consulting, jobsite planning, delivery, training, spare parts supply and service contracts. The company's rental fleet now consists of more than 500 working platforms and Genie telehandler. Since 2018 BSI is a member of SYSTEM LIFT and DIN ISO 9001 certified. BSI became an authorised Genie distributor in 2013 and authorised Genie Service Provider (ASP). Further information on BSI can be found at <https://www.bsi-dortmund.de/> (in German)

### **About ATG LIFT GmbH**

ATG LIFT GmbH has been successfully active on the market for over 20 years. The experience gained from the dynamic development of the company is reflected in the current range of services offered by ATG LIFT GmbH. As an owner-managed, medium-sized trading and service company, they specialize in the sale of new and used machines, customer service and the distribution of spare parts for telescopic handlers, aerial work platforms and rough terrain forklifts.

ATG LIFT offers customers individual advice from competent specialists as well as attractive conditions and financing for new and used machines. The professional maintenance and repair service ensures the value and operational readiness of the customer's machines. Whether in the technical centre in Bietigheim-Bissingen or directly on site. This makes ATG LIFT a powerful and reliable partner for construction machinery rental companies, construction and agriculture, as well as municipalities in southern Germany. More than 25 dedicated employees at the company headquarters in Bietigheim-Bissingen offer customers the complete range of services. More information about ATG is available on its website <https://atglift.de/> (in German)