



## FOR IMMEDIATE RELEASE

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### **BSI Adds Flagship Genie® SX™-180 Boom Lift to its Fleet**

*Clear competitive advantage: The SX-180 superbloom is easy to transport for short term rental applications*

*Dortmund, Germany (Dec. 12, 2024)* —Genie authorised distributor BSI GmbH has taken delivery of a Genie® SX™-180 boom lift, topping out the German rental company's superbloom fleet. The well-known company, based in Dortmund, Germany, took delivery of the flagship 57-meter machine during Platformers Days in September. The SX-180 is the tallest boom lift in BSI's fleet of more than 500 aerial work platforms and telehandlers and is Genie's highest-reaching lift.

"We already own four ZX™-135/70 articulating booms and Xtra Capacity™ (XC™) models of Genie SX™-105, SX-125, and SX-135 telescoping booms. I've been thinking about adding the SX-180 for about a year, since this model was shown on the joint Genie/BSI/ATG stand at the 2023 Platformers Days," said Sven-Meyland Nielsen, Managing Director and Owner of BSI. "We were thrilled to exhibit our very own SX-180, in transport position, on our own articulated semi-trailer truck as a product placement at this year's event."

Nielsen explains his purchase decision: "There is high utilization and increasing demand in our region for superblooms. Project duration for this type of equipment is from a few weeks to as long as a year. The SX-180 offers a competitive advantage, as we have entered a new class that is not yet widely available on the market. It is already at its first job, and we are expecting high utilisation. A large machine like this often serves as a catalyst for our customers to rent other Genie lifting equipment for other applications at lower heights as well. By expanding our portfolio at the top of the range, we are better able to meet the different needs of customers who require a mix of booms."

The SX-180 boasts a max working height of 56.86 m, a horizontal reach of 24.38 m, an unrestricted lift capacity of 340 kg and a 3.05 m jib. The SX-180 is the only boom in its height class to offer horizontal jib rotation of 60° at height, delivering more precise positioning and 7.6 m of additional working area from side to side without repositioning the machine.

Its working height combined with the jib allows it to cover an impressive 90,600 cubic meter working area. It is also highly manoeuvrable, thanks to a retractable X-Chassis®, compact dimensions, and four-wheel steering. Weighing 24,948 kg, the SX-180 boom lift is the lightest in its height class. That weight, combined with the lift's compact dimensions, saves on transport costs.

The Genie X-Chassis system enables axles to extend for stable operation and driving at full height, and then retract for transport. The machine's narrow profile allows it to be fully loaded onto a low-bed trailer for height/width-specific transfers.

In addition to confidence in Genie's quality equipment, uptime, and performance, ease of transportation was a key reason BSI selected the SX-180. The company has purchased an articulated semi-trailer truck designed for hauling large boom lifts to be able to deliver big booms on short notice.

"Genie's excellent relationship with BSI has contributed significantly to the expansion of Genie product availability, service, and parts in the German market," said Markus Bandura, Genie Sales Support Director for GAS (Germany, Austria, Switzerland). "The acquisition of the SX-180 is the next logical step for BSI, as it fills a need in the local market in Germany," he said.

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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 1996 as a service company for aerial work platforms and mobile cranes, BSI has continuously expanded 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 specialists provide consulting, jobsite planning, delivery, training, spare parts supply and service contracts. 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)

Photo legend:



From left: Sharbel Kordahi, Genie Vice President Sales for the EMEA (Europe, Middle East, Africa); Sven-Meyland Nielsen, Sven-Meyland Nielsen, Owner and managing director of BSI; Markus Bandura, Genie Sales Support Director Germany, Austria, Switzerland



From left: Markus Bandura from Genie, Sven-Meyland Nielsen, BSI; Sharbel Kordahi from Genie



The new SX-180 shone on the semi-truck of BSI in front of the entry of the Platformers' Days 2024