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APEX Highlights:

- Genie will debut **Lift Guard™ Sense**, a secondary guarding system for Genie scissor and boom lifts that uses proximity sensing to detect hazardous overhead obstructions during lifting and driving.
- New options and accessories that increase productivity and utilization by addressing jobsite-specific needs, including the new **Lift Tools™ Integrated Access Deck** and **Lift Guard Zone Lighting**.
- New digital tools that simplify equipment ownership, reduce friction and improve uptime.

Genie Marks 60 Years of Quality and Purposeful Innovation at APEX 2026

Electrified boom lifts, next-generation scissor innovations and Lift Guard™ solutions highlight Genie's commitment to delivering quality equipment and solutions that deliver a low total cost of ownership

Bothell, WA, USA (May 28, 2026) – Genie will celebrate its 60th Anniversary in 2026 by showcasing innovations that reflect a focus on quality and purposeful, customer-driven innovation, as well as a commitment to helping rental companies improve fleet performance and reduce the total cost of ownership (TCO).

At **APEX 2026**, 2–4 June in Maastricht, The Netherlands, Genie will feature electrified boom lift technology and next-generation and micro scissor lifts outfitted with options and accessories designed to meet the needs of modern-day jobsites by improving productivity and safety awareness.

“At APEX, we’re showcasing a range of equipment and accessories that highlight our commitment to bringing quality solutions that address real jobsite needs, while simplifying maintenance and lowering the total cost of ownership for equipment owners,” said Ryan Crow, Genie Vice President Global Product Management.

The Debut of Lift Guard™ Sense

To further support jobsite safety awareness, Genie will debut its new **Lift Guard™ Sense** technology for Genie scissor and boom lifts. Designed to help contractors reduce the risk of operator entrapment when working near overhead obstructions, Lift Guard Sense uses proximity sensing technology to deliver a

progressive response that includes audible and visual alerts, automatic slowdown and function cut-off. The system operates in a familiar and intuitive way, similar to automotive proximity sensors, making it easy for operators to understand and adopt. A key differentiator between Genie Lift Guard Sense and other similar offerings is an operator's ability to maintain productivity through a feature that allows the operator to restart movement, at a reduced speed, if it is safe to do so.

New Options and Accessories for GS Scissor Lifts

The Genie booth will feature GS™ micro and next-generation scissor lifts outfitted with new optional accessories that meet the needs of modern-day jobsites for safe, efficient productivity. On display will be:

- **Lift Tools™ Integrated Access Deck** — The Lift Tools Integrated Access Deck is an optional accessory designed for tasks where operators need additional reach into tight overhead spaces. In response to customer demand, the Integrated Access Deck includes a 360° protective “halo” rail for additional operator protection. When not in use, the Access Deck can be lowered and stowed to preserve platform workspace.
- **Lift Guard™ Zone Lighting** — Genie Lift Guard Zone Lighting uses red laser lights to create a visible perimeter boundary at ground level intended to increase operator and adjacent worker awareness and help reduce collision risk in the work zone. The system projects a bright beam that is designed to be visible in indoor lighting conditions and uses a glass lens that will not fade over time. Lift Guard Zone Lighting is available for select GS scissor lift models and is currently available a factory-fit option for customers in Europe, the Middle East and Africa, with easy-to-install retrofit kits coming later in 2026.

Optional Boom Lift Accessory Addresses Emerging Requirements

Rental customers are continuing to expand their electrified fleets to meet requirements for cleaner, quieter equipment. Genie will showcase how it is helping equipment owners meet those needs with electrified lifts that simplify ownership and deliver on performance and utilization.

Genie FE hybrid boom lifts feature a true hybrid system that supports dead-battery operation and fast recharge for outdoor and indoor applications. On average, FE hybrid systems deliver a 30% savings in fuel use and a 25% reduction in CO₂ emissions, supporting both cost and environmental goals without sacrificing performance. Genie E electric booms deliver zero-emissions, low-noise operation while maintaining the performance rental customers expect from rough-terrain booms for both outdoor and indoor applications. By eliminating engine-related components and leveraging highly efficient electric drive systems, Genie E electric boom lifts help rental companies reduce operating costs and minimize downtime.

The boom lift in Genie's booth will be outfitted with **Lift Guard™ Lanyard Alert Advanced**. Lift Guard Lanyard Alert and Lanyard Alert Advanced are designed to ensure operators remember to attach their fall protection to the lift by providing visual and audible alarms when the lanyard is not attached. The Advanced configuration enables function cut-off that prevents operation until the lanyard is clipped in. The systems are designed for simple installation in less than 15 minutes and include a robust design to help reduce ownership costs.

Genie 360 Digital Solutions Simplify Service and Support

Genie 360 service and support includes digital tools designed to give customers the flexibility to manage their equipment and service needs in ways that work best for each company through the entire lifecycle of the equipment.

“As jobsites modernize, Genie is expanding and evolving our customer experience to be more digitally integrated, allowing operators, fleet owners, service providers, and safety managers to ensure quality, uptime and safety are achieved seamlessly, and without compromise,” said Nicole George, Genie Vice President of Strategy and Brand Experience.

Genie will continue to roll out new Genie 360 tools and features through 2026 that build on recent launches:

- **Warranty Hub.** Warranty Hub is a modern, intuitive platform that simplifies warranty management by centralizing product registration, claim submission, coverage details, and claim status in one place. Designed to reduce friction and improve transparency, Warranty Hub helps customers manage warranty activities more efficiently while delivering a more consistent, connected experience across the equipment lifecycle.
- **Genie Serial Hub QR Codes.** Introduced in 2025, QR Code decals, included on new machines, provide equipment-specific access to documentation, service history, and troubleshooting guides. QR code decals are also available as aftermarket parts and are retrofittable to any prior generation of Genie equipment.
- **Genie Assist Chat Agent,** an AI-powered support tool, provides real-time, context-aware assistance to operators, technicians, and rental partners—streamlining issue resolution and enhancing user experience. Now available in the mobile app, the Genie Assist chatbot responds to voice activation so technicians can access information hands-free.

Genie Celebrates its 60th Anniversary

While focusing on future-forward innovations, Genie will honor its history by celebrating its 60th anniversary throughout 2026.

“This year we will celebrate an incredible milestone, Genie’s 60th anniversary. Genie’s leadership in the industry has been defined by a strong partnership with our customers, a relentless commitment to quality, and a continuous drive for innovation and improvement,” said Genie President Josh Gross. “We have a lot of exciting investments planned that will continue to drive us toward future success and industry leadership for the next 60 years, and beyond.”

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About Genie

For 60 years, 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.