



FOR IMMEDIATE RELEASE

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Highlights

- Genie 360 digital tools simplify equipment ownership, making it easier to keep machines available, respond quickly when issues arise, and reduce administrative friction that can slow teams down.
- APEX 2026 attendees can learn more about how Genie 360 digital tools address the real-world needs of equipment ownership.

At The APEX Show, Genie Will Showcase Digital Tools and Systems that Simplify Equipment Ownership and Reduce Downtime

Genie 360 digital tools are built to address real-world operational pressures and reduce friction

Bothell, WA, USA (May 28, 2026) – In Booth #340 at The APEX Show, 2-4 June 2026 in Maastricht, The Netherlands, Genie will showcase how it is simplifying and streamlining equipment ownership with its Genie 360 digital experience — a set of connected tools and systems built around the real-world needs of equipment owners.

Genie 360 tools encompass the end-to-end customer experience: Everything that surrounds and supports Genie equipment, from pre-delivery through ownership, service, and support. That includes telematics and fleet management tools, and learning, support, documentation and warranty systems. By thinking holistically about the digital customer experience, Genie 360 simplifies equipment ownership, making it easier to keep machines available, respond quickly when issues arise, and reduce administrative friction that slows service teams down.

“Equipment owners don’t need more disconnected tools. They need clarity,” said Nicole George, Genie Vice President of Strategy & Brand Experience. “Genie 360 delivers practical visibility and faster support that makes equipment ownership easier across the entire product lifecycle. The result is less downtime.”

At APEX 2026, attendees can learn more about how Genie 360 supports rental operations and enables technicians, fleet managers and operators in the field through digital tools that include:

- **Machine-specific QR codes that connect to Serial Hub.** Together, the QR codes and Serial Hub help technicians, service teams and machine operators quickly access serial number-specific information including manuals, safety materials and maintenance information while standing next to the machine, reducing time spent searching or making calls.
- **The Genie Assist chat agent**, which provides fast, conversational access to machine-relevant answers, grounded in Genie documentation. The chat agent, which is accessible 24/7 in multiple languages through Serial Hub, helps technicians diagnose issues faster so they can get equipment back in service sooner.
- **Warranty Hub**, a fully integrated platform that simplifies the warranty process from start to finish, allowing customers to manage product registration, submit and track claims, and follow the full lifecycle of a warranty request within a single system. This reduces the administrative burden, minimizes delays, and helps eliminate surprises related to warranty outcomes.
- The new **My Fleet** within the myGenieLift portal, which provides a complete overview of all of a customer's registered Genie machines. This allows customers to quickly and easily filter to see equipment that needs attention or has a service bulletin or critical alert.

In addition to the features and systems above, Genie continues to add to and enhance existing digital tools under the Genie 360 umbrella, including:

- **Genie Lift Connect**[®] telematics, which provides actionable data that can help reduce downtime and boost returns;
- The **Tech Pro**[™] **Learning Experience Platform** (LXP), which delivers quality, engaging and meaningful content in multiple language;
- **Visual Remote Assistant**, which helps technicians troubleshoot equipment and improve uptime; and
- Genie's **global customer call center**, which was updated and modernized recently to integrate AI and other modern digital tools to provide 24/7 support for English-speaking customers, and faster resolutions for all callers.

Together, these tools reflect Genie's commitment and broader strategy of connecting machines, information, and support into a cohesive digital ecosystem that helps equipment users and owners solve problems faster, streamline maintenance workflows, and maximize equipment uptime.

"By thinking holistically about these tools as a connected ecosystem, we're able to deliver a better, more streamlined customer experience, reducing complexity that makes it more time consuming and costly to service, manage and maintain equipment," said Matt Skipworth, Genie Vice President of Global Services and Digital Solutions "By reducing friction for our customers, we deliver a superior customer experience and add greater value."

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About Genie

For 60 years, 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.