



Public Relations Contact:

Tracy Bennett, Mighty Mo Media Partners

Phone: 816-536-7903

Email: tbennett@mightymomedia.com

Platformers' Days Highlights:

- The latest in Genie boom lift innovation, including an S®-85 XC E Electric boom lift and an S-65 TraX™ boom featuring the new generation of Genie TraX.
- **Genie 360** digital tools and support solutions, which are designed to simplify equipment ownership, streamline service and support, and help customers maximize uptime throughout the equipment lifecycle.
- A range of GS™ scissor lifts representative of Genie's extensive scissor lift product family.
- The newest Genie accessories, developed to respond to emerging needs of today's jobsites.

Genie and Authorised Dealers ATG and BSI Mark 60 Years of Quality and Purposeful Innovation at Platformers' Days

Genie's newest electrified boom lift, new generation TraX™ and range of Genie GS™ slab scissor lifts will be on display 8-9 October in Karlsruhe, Germany

Bothell, WA, USA (28 September 2026) – Genie was founded 60 years ago, in 1966. During Platformers' Days, held 8-9 October at the Karlsruhe Trade Fair Center in Karlsruhe, Germany, Genie and authorised dealers ATG and BSI will highlight equipment, digital tools and support solutions that demonstrate why Genie continues to be an industry leader, 60 years later.

The products and technologies on display reflect Genie's continued investment in electrification, safety, productivity and customer support. Among the machines and accessories that will be featured in the Genie booth are:

- An S®-85 XC E electric boom lift, the newest lift in Genie's boom lift lineup, and an S-65 TraX machine featuring the newest generation of Genie TraX. The popular Z®-30/20N RJ articulating boom lift will be on display at the indoor booth and will feature the new Lift Guard™ Lanyard Alert.
- A range of Genie® GS™ slab scissor lifts, including the GS-1332m micro scissor lift, which will feature the new Integrated Access Deck, and the GS-2632 and GS-2646 slab scissor lifts, which both offer a working height of 9.85 m.
- A GS-3246 slab scissor lift in the demo area.
- Low-level access push-around lifts, a DC-powered AWP®-20 and an AC-powered AWP-40 aerial work platform.

Platformers' Days attendees also will have an opportunity to learn more about Genie 360 digital tools, including recently launched solutions designed to simplify equipment ownership, streamline service and support, and help maximize uptime.

Attendees can find Genie, ATG and BSI at Indoor Stand #H107 and Outdoor Stand #F110.

Genie S-85 XC E Electric Boom Lift

The S-85 XC E, Genie's newest electric boom lift, combines quiet, no-emissions operation with the performance, rough-terrain capability and jobsite flexibility, reducing emissions from use while supporting indoor and outdoor applications. The S-85 XC E combines the benefits of an electric boom lift with the added versatility of XC (Xtra Capacity™) performance, allowing operators to lift heavier loads and more tools to the work area.

GS™ Micro Scissor Lifts and Slab Scissor Lifts

Genie's scissor lift lineup features a wide range of machines, ranging from micro scissor lifts for tight congested environments, next-generation GS slab scissor that deliver productivity and a low total cost of ownership, and rough terrain machines that can tackle tough outdoor environments and rugged terrain.

The GS scissor lifts on display at Platformers' Days, which are representative of Genie's product lineup, will be displayed with the newest Genie accessories.

- **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.
- The **Lift Tools Integrated Access Deck** provides an additional 19.5 inches of height inside a fully enclosed railing on micro scissors. The system easily folds out of the way when not in use to provide more platform workspace.

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.

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 is honoring 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.”

###

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.