



FOR IMMEDIATE RELEASE

Public Relations Contact:

Tracy Bennett, Mighty Mo Media Partners

Phone: 816-536-7903

Email: tbennett@mightymomedia.com

Genie Celebrates 60 Years of Quality, Innovation and Customer Partnership

Founded on September 12, 1966, Genie marks six decades of industry leadership

Bothell, WA, USA (September 17, 2026) – On September 12th, Genie celebrated its 60th anniversary, marking six decades of quality, innovation, and partnership with customers around the world.

Founded in September 1966 by Bud Bushnell, Genie began in Seattle, Wash., with a simple but innovative material lift known as the Genie Hoist. Between those early beginnings and today, Genie has grown and evolved alongside the industry and its customers. Today, Genie equipment can be found on jobsites around the world.

"Across Genie, we are incredibly proud to celebrate this milestone," said Josh Gross, Genie President. "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. We are grateful to the customers, team members, dealers, suppliers and partners who have been part of our journey and helped shape Genie over the last six decades."

In honor of its 60th anniversary, Genie is inviting its customers, suppliers, equipment operators and industry partners to celebrate with the Genie team. In November, Genie will seal a time capsule in the lobby of its global headquarters in Bothell, Wash., USA. To submit a message, memory or photo for consideration, please fill out [this form](#).

###

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.

Photo Captions: Download full size images [here](#).

	Genie team members in Singapore celebrated the company's 60 th anniversary with a service event, packing essential items into jute bags for seniors in the community.
	Genie administrative team members in Monterrey celebrated Genie's 60 th anniversary during a team building event.
	Team members and families from Moses Lake, Redmond and Bothell, Washington (USA), celebrated with food, fun and games at Remlinger Farms, a family-owned farm and amusement park near Seattle, Wash.
	Team members and families from Moses Lake, Redmond and Bothell, Washington (USA), celebrated with food, fun and games at Remlinger Farms, a family-owned farm and amusement park near Seattle, Wash.
	Bud Bushnell, right, founded Genie in 1966.
	Bud Bushnell founded Genie in Seattle, Wash., in 1966.
	The leadership trio of Bob Wilkerson, Ward Bushnell and Bob Brown fostered Genie's culture and led Genie's growth and expansion throughout the company's first decades.
	Prior to the introduction of the Z-lift, Genie made only portable lifts. The introduction of the Z-lift in 1984 moved Genie into self-propelled booms.