



Public Relations Contact:

Tracy Bennett, Mighty Mo Media Partners

Phone: 816-536-7903

Email: tbennett@mightymomedia.com

Vertikal Days Highlights:

- The latest in Genie FE hybrid boom lift technology, including the new **S®-85 XC™ FE** and proven **Z®-45 FE**, demonstrating how rental companies can reduce emissions and operating costs without sacrificing performance.
- Innovations that support safe, productive work at height, including **Lift Guard™ Sense**, **Lift Guard™ Lanyard Alert**, **Lift Guard Fall Arrest Bar**, **Lift Guard Zone Lighting** and the **Lift Tools™ Integrated Access Deck**.
- **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 Milestone Celebration:** Vertikal Days takes place just days before Genie's official 60th anniversary on September 12, providing a unique opportunity to celebrate six decades of industry leadership and innovation.

Genie Marks 60 Years of Quality and Purposeful Innovation at Vertikal Days 2026

Electrified boom lifts, micro scissor lifts 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 (August 31, 2026) – Genie was incorporated 60 years ago, on September 12th, 1966. During Vertikal Days, held 9-10 September at the Newark Showground in Nottinghamshire, UK, Genie will celebrate its 60th anniversary by showcasing innovations that reflect a focus on quality, customer-focused innovation, and a commitment to helping rental companies improve fleet performance and reduce the total cost of ownership (TCO).

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:

- Two hybrid boom lifts: The popular **Z®-45 FE** articulating boom lift and the **S®-85 XC™ FE**, Genie's newest electrified boom lift. The S-85 XC FE will be displayed with Genie's **Lift Guard™ Lanyard Alert** and **Lift Guard Fall Arrest Bar**.
- **GS™ micro scissor lifts** and new scissor lift accessories: **Lift Guard Sense**, the **Lift Tools™ Access Deck**, and **Lift Guard Zone Lighting**.

Visitors to the Genie booth will also 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.

Genie dealer Workplatform, the UK's authorized Genie dealer and service provider, will showcase an **AWP™-30** aerial work platform and **SLA™-15 Superlift Advantage™** material lift in the Genie booth. The AWP-30 is a lightweight, easy-to-use solution for a wide range of maintenance and access applications, while the SLA-15 is a compact material lift designed to help operators safely and efficiently position loads in confined work areas.

FE Hybrid Boom Lifts and Lift Guard Lanyard Alert

Genie's display will include the **Z-45 FE** articulating boom lift and the **S-85 XC FE**, Genie's newest FE hybrid boom lift, highlighting Genie's electrified boom technology. FE hybrid boom lifts combine low-emissions, fuel-efficient operation with the performance, rough-terrain capability and jobsite flexibility rental customers expect, helping reduce operating costs while supporting indoor and outdoor applications.

The S-85 XC FE combines the benefits of Genie's FE hybrid technology with the added versatility of XC (Xtra Capacity™) performance, allowing operators to lift heavier loads and more tools to the work area.

The S-85 XC FE on display will be equipped with **Lift Guard Lanyard Alert** and **Lift Guard Fall Arrest Bar**. Lift Guard Lanyard Alert is designed to help ensure operators attach their fall protection by providing visual and audible alerts when a lanyard is not properly connected, while the Advanced configuration adds function cut-off capability that prevents operation until the lanyard is attached. The Lift Guard Fall Arrest Bar provides a designated anchor point for personal fall protection equipment, helping support safe work practices when operating at height.

Options and Accessories for GS™ Micro Scissor Lifts

Scissor lifts continue to be a popular choice for jobsites across the region. Known for their serviceability, reliable performance and low total cost of ownership, Genie GS micro scissor lifts are ideal lifts for congested low-level access jobsites, such as data centres. A range of new Genie accessories support safe productivity on the jobsite.

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™ Sense helps reduce the risk of operator entrapment when working near overhead obstructions by using 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.

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.

“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

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.