**FOR IMMEDIATE RELEASE**

**North American Public Relations Contact:**
Tracy Bennett, Mighty Mo Media Partners
Phone: 816-536-7903
Email: tbennett@mightymomedia.com

**ARA Highlights:**

- In addition to highlighting popular boom, scissor lift and telehandler models, Genie will showcase how it supports equipment owners throughout the equipment lifecycle with digital solutions, parts, accessories, service and support.
- ARA attendees will have an opportunity to interact with Genie 360 digital tools via an interactive display and digital solutions demos.
- A Parts and Accessories showcase will highlight opportunities to improve uptime and add greater value for any fleet.

# Genie Goes "Beyond the Machine" at ARA 2027 to Showcase How its Digital Solutions, Aftermarket Parts, Accessories, Service and Support Help Equipment Owners Meet Their Business Goals

**Bothell, WA** (November 12, 2027) – At ARA 2027, Genie will showcase how it goes "beyond the machine" to deliver Quality By Design and add value through digital solutions, parts, accessories, service and support.

In its booth, Genie will showcase a Genie® GS™-1932m micro scissor lift outfitted with the Genie Jobsite Ready – Data Centers package, a collection of purpose-built accessories designed to help operators work efficiently in data center environments.

Attendees also will be able to see the newest lineup in Genie's telehandler family, the GTH™-1544. Introduced in June 2026, the GTH-1544 delivers a 15,000 lb capacity and is the highest capacity telehandler in Genie's pick-and-carry telehandler family. The Genie booth also will feature an S®-45 XC™ boom lift outfitted with the latest in Genie TraX™ innovation. Available as a factory-fit option on multiple boom lift models, including the heavy-lifting S-45 XC boom lift, TraX reduces contact pressure by as much as 72% for sensitive surfaces, and provides a smoother drive on extremely rough terrain.

"Customers choose Genie not only for our equipment, but because of the support Genie offers across the full equipment lifecycle," said Genie President Josh Gross. "At ARA 2027, we are bringing that ecosystem to life, creating interactive experiences to highlight the power of our Genie 360 digital tools, and the value

that digital solutions can add for a fleet. We're also excited to showcase quality accessories and parts that add versatility and support uptime, and our expert service and support."

ARA 2027 will be held in New Orleans Feb. 14-17. Attendees can find Genie in Booth #2429.

###

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.