



FOR IMMEDIATE RELEASE

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Highlights:

- Genie is launching a new reconditioning business, Genie Recon.
- Genie Recon is restoring Genie® S®-65 and S-85 telescopic boom lifts to like-new condition using Genie parts and manufacturing processes in Springfield, MO.
- Reconditioned units enable customers to add quality Genie equipment to their fleet, at a lower acquisition price, backed by a three-year warranty.
- Genie will feature a reconditioned S-65 boom lift in its booth at ARA in March.

Genie Launches a New Reconditioning Business That Helps Lower Acquisition Costs and Increase Returns

A Rigorous Reconditioning and Quality Assurance Process, Combined with a Three-Year Warranty, Deliver Peace of Mind and Opportunity for Stronger Returns

Bothell, WA (January 12, 2026) – Genie is building on its extensive portfolio of quality aerial lifts with the introduction of **Genie Recon**, a new reconditioning business that will provide equipment owners the ability to add quality, like-new Genie lifts to their fleet at a lower price point than buying new.

Genie Recon is reconditioning units at a dedicated facility in Springfield, Missouri, where factory-trained specialists follow a structured process designed to replicate the standards of the original manufacturing. Using Genie Genuine Parts and quality assurance processes, each machine undergoes detailed inspection, functional testing, and targeted upgrades to ensure like-new consistent performance, safety, and reliability. The process mirrors the same quality benchmarks applied to new equipment, delivering dependable outcomes every time. Every reconditioned unit is backed by a three-year warranty, offering customers peace of mind and a smart path to long-term value.

“By adding high-quality, like-new equipment to their fleets at a lower acquisition price, customers can boost the return on their investment,” said Amalija Kopac, Genie Product Director, Reconditioned Products. “We’re excited to offer a solution that blends affordability with the dependability of Genie engineering.”

Currently, Genie S®-65 and S-85 telescopic boom lifts are now available as reconditioned units for customers in North America.

"This is just the start. We're excited to build a world-class operation, and plan to expand our portfolio to add additional models and reconditioning services in the future," Kopac said.

Genie will feature a reconditioned boom in its booth at ARA in March.

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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.