



## FOR IMMEDIATE RELEASE

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### Highlights

- The **GTH™-1544** is the highest-capacity model in Genie's pick-and-carry telehandler family, delivering 15,000 lb capacity at 44 ft 7 in.
- Purpose-built for pick-and-carry applications, it reduces end-user cycle time and increases lifts per shift without stabilizers.
- A fleet-friendly design with 80% parts commonality across the GTH 10k, 12k and 15k product lines simplifies service, reduces downtime and lowers total cost of ownership.
- A strong pick-and-carry envelope helps rental companies right-size equipment, preserving higher-reach machines for jobs that require them.

### **Genie Completes Pick-and-Carry Telehandler Family with Introduction of GTH™-1544**

*High-capacity telehandler with shorter boom gives rental fleets greater flexibility to match machines to the application, improving utilization and maximizing return on assets*

**Bothell, WA, USA** (June 24, 2026) – Genie introduces a new addition to its pick-and-carry telehandler family, the GTH™-1544. The new model joins Genie's GTH-1044 and GTH-1244 pick-and-carry machines, and rounds out Genie's 44-foot telehandler family, giving rental companies a new way to optimize fleet utilization, improve uptime, and reduce total cost of ownership.

Delivering 15,000 lb lift capacity and 44 ft 7 in lift height, the Genie® GTH-1544 is engineered for high-capacity material handling at lower lift heights. It is ideal for applications where heavy material needs to be transported efficiently across distances, rather than applications where reach is the primary requirement.

“The increasing demand for pick-and-carry material handling on mega projects, such as data center construction, presents an opportunity for rental companies to meet jobsite needs with a machine that costs up to 15% less to own and maintain,” said Kyle Holdridge, Genie Global Product Director, Telehandlers. “The GTH-1544 is designed for moving heavy materials efficiently across the jobsite, not just placing them at maximum height. It's about helping rental companies match the right machine to the job.”

Unlike traditional pick-and-place telehandlers that rely on stabilizers for repetitive vertical lifts, pick-and-carry machines are built for mobility—transporting loads quickly across the jobsite and completing more lift cycles per shift. This makes the GTH-1544 well suited for customers working in industrial maintenance, infrastructure, steel erection, and energy applications, including oil and gas.

### **Maximizing Fleet Efficiency Through Application-Based Equipment Selection**

The addition of the GTH-1544 reinforces a shift toward application-driven fleet management. Not every job requires a 56-foot telehandler, and using a larger machine for pick-and-carry work can result in underutilized capacity and missed rental opportunities.

By incorporating both pick-and-carry and pick-and-place machines into a fleet, rental companies gain flexibility to:

- Assign machines with a lower acquisition cost to jobs that do not require extended reach;
- Preserve higher-reach telehandlers for applications that truly demand them; and
- Improve overall fleet utilization and increase revenue potential.

### **Fleet-Friendly Design Built to Keep Working**

The GTH-1544 is designed with durability and serviceability in mind, helping rental fleets stay productive and reduce downtime. Approximately 80% parts and service commonality with Genie's GTH 10k and 12k telehandlers simplifies maintenance, reduces parts inventory and accelerates service turnaround.

Rugged boom and drivetrain components are proven through thousands of hours of real-world testing, while upgraded Dana axles and a robust ZF transmission deliver long-term durability. Improved hose routing and protection further enhance reliability in demanding environments.

The GTH-1544 is equipped with a 120 hp engine with powershift transmission, optimized for pick-and-carry applications. Compared with higher horsepower hydrostatic systems, the powershift transmission is less prone to overheating, making it well-suited for driving long distances on large jobsites.

Standard foam-filled Enduro A/T tires feature an increased transition from the tire body to the lug, which reduces stress and helps prevent failures, extending tire life. In addition, a redesigned gauge cluster with improved sealing protects against dust and moisture, enhancing durability while reducing maintenance costs.

The GTH-1544 is engineered for customers who need to move heavy loads efficiently, where speed and mobility drive productivity.

“Across large jobsites, telehandlers often function as material shuttles, transporting loads from delivery zones to work areas,” Holdridge said. “By reducing setup time and enabling continuous movement, our new GTH-1544 helps operators complete more work over the course of a shift.”

For rental companies, this translates into a machine that aligns with modern jobsite demands while delivering strong utilization and return on investment.

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### **About Genie**

For 60 years, 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](http://www.genielift.com).