FOR IMMEDIATE RELEASE

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Highlights

- Genie has streamlined and simplified how customers and technicians locate and download the correct machine software.
- Machine software is now available as part of the Genie 360 digital ecosystem via Serial Hub, allowing users to more easily identify whether their equipment is using the latest software by serial number.
- Machine software will remain available on the Genie website for the time being but will fully migrate to Serial Hub in the future.

Genie Streamlines Access to Machine Software Through Serial Hub in the myGenieLift Portal

Bothell, WA (October 29, 2026) – Genie has introduced an enhanced machine software download experience through Serial Hub in the myGenieLift portal, making it faster and easier for customers and technicians to identify whether their Genie machines are running the most current software, and then download it for installation if necessary.

Using a machine's serial number, Serial Hub displays only the latest recommended software files for each machine's specific configuration. This targeted experience reduces the need to search across multiple sources, providing faster access to critical machine information, helping customers maximize uptime, improve efficiency, and keep equipment operating at its best.

To use Serial Hub to find the latest software version, customers and technicians can sign in to the myGenieLift portal and select Serial Hub from the navigation menu, or scan the QR code located on the machine. All current software files will be available for download in the software section of Serial Hub.

"By presenting the latest recommended software by default, Serial Hub eliminates manual searching and creates a more secure, efficient user experience," said Dana Peters, Director of Digital Services for Genie. "This improvement is part of Genie's ongoing commitment, through our Genie 360 digital tools, to delivering intuitive, customer-focused tools that simplify machine management and service."

Access to Serial Hub requires a myGenieLift account, and new users can complete a simple registration process to get started. Machine software will remain available on the Genie website throughout a transition period and will be fully migrated to Serial Hub as portal adoption increases.

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.