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**Public Relations Contact:**

Bruno Picini

**Genie Booth Highlights:**

- The Genie® **S®-85 XC FE** hybrid boom lift combines rough-terrain capability with electrification for high-utilization indoors and outdoors. Engineered with more than 80 quality improvements, the S-85 XC FE reduces ownership costs by 6%.
- The new **GS™-1932 E-Lift slab scissor lift** is hydraulics free, eliminating the risk of hydraulic leaks for low-level access jobsites including hospitals, data centers, and hospitality facilities.
- **Lift Guard Lanyard Alert Advanced** is a simple, cost-effective, easy-to-install system that reminds operators to utilize their fall protection harness.
- **Genie 360 digital tools**, which simplify equipment ownership, reduce friction and improve uptime.

**Genie Marks 60 Years of Purposeful Innovation by Showcasing New Equipment and Digital Tools at ANALOC 2026**

*Genie's latest launches deliver increased value through lower ownership costs, enhanced productivity and operator awareness, and streamlined service and support*

**Bothell, WA, June 3, 2026** – Genie will celebrate its 60<sup>th</sup> Anniversary in 2026 by showcasing innovations at ANALOC 2026 that demonstrate why they have been an industry leader for the last 60 years, and will continue to be an industry leader long into the future.

“As we celebrate 60 years of purposeful innovation as a company, we’re equally proud to celebrate our decades of partnership in Latin America,” said Gustavo Faria, President and General Manager of Genie Latin America. “At ANALOC, we will demonstrate how Genie is building on its legacy and moving the industry into the future with equipment innovations and connected digital tools that deliver real-world value for our customers and end users.”

Attendees can find Genie in booth #14.

**S®-85 XC FE Hybrid Boom Lift**

Genie’s newest boom lift, the S-85 XC FE hybrid lift, delivers rough-terrain capability combined with electrification for high utilization. With dual capacity (300 kg unrestricted / 454 kg restricted), and the ability to work a full work day on electric power or a full work week on a single tank of fuel in electric mode, the S-85 XC FE delivers productivity for modern jobsite demands.

Engineered with more than 80 quality improvements, the S-85 XC FE features four independent AC drive motors, 4WD, active oscillating axles, improved cable tracking, and solid-state proximity switches. The redesigned components enhance durability, prevent rust, and reduce ownership costs by up to 6%.

### **The GS™-1932 E-Lift Scissor**

The Genie GS™-1932 E-Lift slab scissor lift is a hydraulics-free version of Genie's popular next-generation scissor lift. The 100% electric-powered E-Lift machine is ideal for low-level access on jobsites such as hospitals, data centers, and hospitality facilities because it does not have any hydraulic components—which eliminates the risk of hydraulic leaks.

A durable link stack design, service parts commonality with other next-generation scissor lift, and a ground-up design focused on improving quality and reducing maintenance delivers a lower total cost of ownership.

### **Lift Guard™ Lanyard Alert Advanced**

Genie also will showcase its **Lift Guard Lanyard Alert Advanced**. Lanyard Alert Advanced provides a visual and audible alarm and prevents operation of the lift if the operator's fall protection lanyard is not attached to the anchor point inside the platform.

The device works similar to automotive seatbelt warnings, which people are familiar with in their cars. If the lanyard is not clipped in, a red warning light will flash. If the footswitch is enabled and the lanyard is still not attached, a targeted noise will start beeping. Lanyard Alert Advanced will prohibit boom lift movement until the lanyard is attached.

"Keeping the system simple, cost-effective, and easy-to-install was critical for reducing barriers to the adoption of this important reminder to utilize your fall protection harness," said Bruno Picini, Genie Regional Product and Marketing Manager – LATAM.

### **Lift Connect® Telematics and Genie 360 Digital Tools**

Genie digital tools are designed to deliver a holistic customer experience that simplifies equipment ownership, making it easier to keep machines available, respond quickly when issues arise, and reduce administrative friction that slows service teams down.

ANALOC attendees will have an opportunity to learn more about several of these tools, including Genie Lift Connect® telematics, which now offers a module that connects to local cellular networks around Latin America, and the Genie Assist virtual chat agent.

Equipment owners and fleet managers in Latin American can now benefit from data insights and real-time monitoring provided by Genie Lift Connect telematics using the new TU700 Lift Connect module, which connects to local cellular networks, ensuring fleet managers always have a connection to their machine.

In addition to the actionable insights delivered by Lift Connect, Genie has continued to roll out new and enhanced digital tools that make it easier for equipment owners to maintain and service their machines. These tools include Genie Assist, an AI-powered chat agent that provides real-time, context-aware assistance to operators, technicians, and rental partners. With around-the-clock availability via computer or mobile device, and a voice activation option for hands-free chatting, Genie Assist streamlines issue resolution and helps get equipment up and running faster when issues arise.

### **Celebrating Genie's 60<sup>th</sup> Anniversary**

While focusing on future-forward innovations, Genie will honor its history by celebrating its 60<sup>th</sup> 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.”

### **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](http://www.genielift.com).