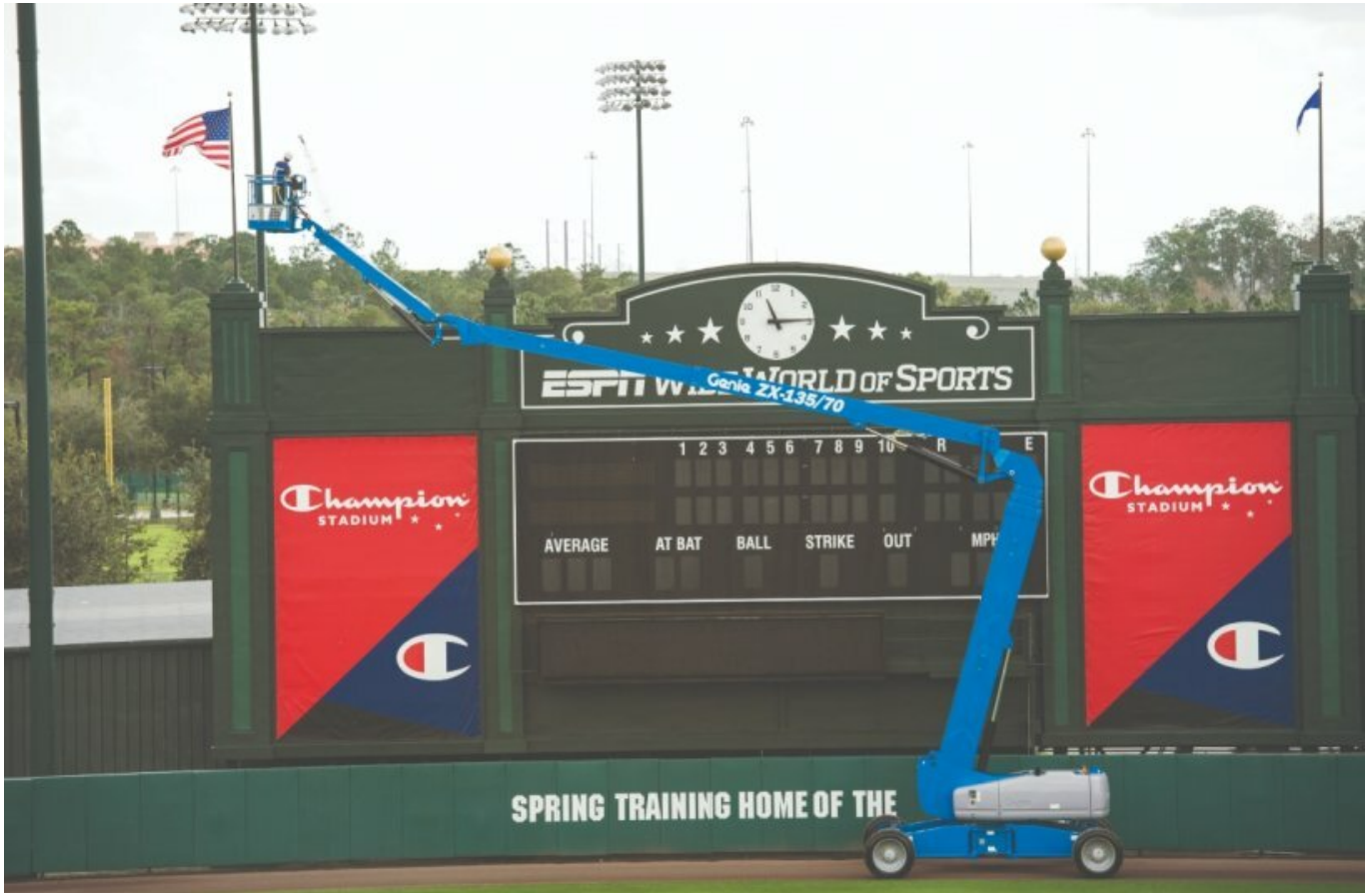




Genie ZX-135

IMAGE SOURCE: Genie

Genie Boom Lifts and Telehandlers Recognized in 2024 for Innovation, Productivity, and Value

16 January 2025 by Genie (Terex Aerial Work Platforms)

- Genie and seven of its products were recognized in 2024 for innovation, productivity, and value by industry associations, equipment users, and the media.
- The S®-60 DC and S-60 FE boom lifts received awards for Best Electric Boom Lift and Best Energy Saving Product, respectively, from Huicong Publications and the China Construction Machinery Industry Association.
- The ZX®-135/70 articulated boom was named Access Machinery of the Year by Construction Week Middle East, noted for its extended outreach and exceptional range of motion.

- Genie developed a new auger attachment for the GTH-5519 telehandler, featuring high torque options and the HALO LED Alignment System, recognized by Compact Equipment and Rental magazines.
- The Genie® TraX system, shortlisted for the Working at Height Award, is available on the S-65 XC™ telescopic boom lift, which won the Gold level prize in the Aerial Work Platforms category from Roads & Bridges magazine.
- Genie's VR training platform, designed for control familiarization and operation, received an award from Compact Equipment magazine for enhancing safety and training effectiveness.

Genie and seven of its products were recognized in 2024 by industry associations, equipment users, and the media for delivering innovative, high-quality equipment to the market. The awards came from organizations serving North America, the Middle East, and China.

Boom Lifts Built for a Variety of Tasks

"A majority of Genie's product portfolio is electrified, and the company continues to make efficiency improvements for jobsite productivity, ease of maintenance, and reduction in cost of ownership in its electric and hybrid machines," said Dominik Damm, Genie Global Product Director, Booms. Two of the boom lifts that received awards were the **S®-60 DC** (Best Electric Boom Lift) and **S-60 FE** (Best Energy Saving Product) from Huicong Publications and China Construction Machinery Industry Association.



Genie S-60 FE Urban Horizontal reach

IMAGE SOURCE: Genie

In the super boom category, Genie's **ZX®-135/70** articulated boom offers extended outreach and exceptional range of motion, providing best-in-class working area for applications like maintaining wind turbines, working in stadiums, performing bridge inspections, or working in heavy industrial facilities. It was named Access Machinery of the Year by Construction Week Middle East. "One customer in the region, Arabian Supply Center, recently took delivery of seven ZX-135/70s, a clear indication of the popularity of this machine. Super booms can be especially useful on jobsites in chemical processing plants, oil and gas refineries, and in the utility industry where workers need to not only consider height, but horizontal reach when trying to work around pipes and tall structures," said Gary Cooke, Senior Regional Sales Manager for Genie in the Middle East, Turkey and Southern Africa.

Productivity Enhancing Options

For customers in North America, Genie developed a new auger attachment for use with the high-pressure, variable speed of the **GTH-5519** telehandler. Two drive motor options deliver either 2,800 ft-lb of torque or 5,300 ft-lb of torque. With the ability to control the speed of the auger, operators can achieve precision drilling for tasks such as starting a hole using the dial knob on the dash of the GTH-5519. It comes with a HALO LED Alignment System, an LED light ring that provides a visual aid to operators and eliminates the need for a spotter. Lights help the operator make sure the hole is being drilled at the correct angle. The attachment was selected for awards by editors of both Compact Equipment and Rental magazines for its innovation.



Genie GTH-5519 Auger Attachment

IMAGE SOURCE: Genie

An updated optional feature, Genie® TraX, was shortlisted for the Working at Height Award presented by Access Lifts and Handlers. TraX is the only tracks system in the industry that can be fitted to high-capacity

boom lifts.

The TraX system is available as an option on the **S-65 XC™** telescopic boom lift, which was selected by contractors for the Roads & Bridges magazine's 2024 Contractor's Choice Awards. The boom lift earned the Gold level prize in the Aerial Work Platforms category for being able to perform "a wider range of heavier lift tasks on construction and industrial jobsites thanks to their dual lift capacity" and "innovative features to help increase jobsite efficiency."



Genie S-65 TraX

IMAGE SOURCE: Genie

Quality Training for Safe Operation

Genie's VR training platform, designed to assist with control familiarization and operation, also received an award from Compact Equipment magazine. Highly realistic, the visuals in Genie's VR experience were developed by utilizing Genie CAD drawings, real world specs, performance characteristics, videos of equipment operating, and sound recordings of an actual **Z-45 FE** boom. "Allowing someone to practice what they've learned in a classroom, before going up in a lift, not only makes what they've learned more memorable, it enhances safety," said Genie Training Director Scott Owyen.



Genie SX-180

IMAGE SOURCE: Genie

Business Awards

In addition to the above recognition, Genie also received recognition as a business in China in 2024, making the Top 10 MEWP Manufacturers list and the Top 5 Global Telehandler Manufacturers list, announced during

the T50 Global Construction Machinery Conference & China Equipment Leasing Summit.

Source: Genie

TELEHANDLERS

WORK PLATFORMS

Genie GTH-5519 On LECTURA Specs

Genie Z-45 FE On LECTURA Specs