



## FOR IMMEDIATE RELEASE

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### Highlights:

- The Genie Assist chat agent harnesses the power of AI to make it easier and faster to find information in machine-related manuals and documentation.
- Customers and technicians can access the new chat agent through the MyGenieLift portal.

## **Genie Launches New, AI-Powered Chat Agent, Making it Easier and Faster for Service Technicians to Find Important Machine Information**

*The Genie Assist chat agent is accessible through the MyGenieLift portal*

**Bothell, WA** (October 22, 2025) – Genie is making it easier and faster to find answers to technical support questions with the launch of the new Genie Assist chat agent, an AI-powered chatbot that pulls information from Genie service and operating manuals, and the service bill of materials (SBOM) to deliver answers to technical questions.

Available now through the MyGenieLift portal, the Genie Assist chat agent streamlines troubleshooting and product support for technicians and fleet managers alike. Its natural language engine improves ease of interaction with manuals, pulling from them to give step-by-step instructions, torque specs, diagrams, and safety notes. Because the information being used is sourced from Genie documentation, technicians can feel confident using the tool to more quickly resolve issues in the field.

This AI-powered chat agent is the latest digital innovation introduced by Genie. Earlier this year, Genie introduced Serial Hub and machine-integrated QR codes, which allow anyone to access important information specific to each machine, including operator manuals, by scanning a QR code on the machine. Like the new chat agent, Serial Hub can be accessed through the MyGenieLift portal.

“These additions underscore Genie’s commitment to continuous digital innovation, and elevating the customer experience with practical, user-friendly technology,” said Dana Peters, Genie Director of Digital Services. “Genie Assist, on its own, will save customers time—and therefore money—by making it quicker to find the information they need. But this is just the first step, and we are committed to continuing

our efforts to develop and introduce smart, customer-centric solutions that make our digital offering even more valuable.”

*Availability: The Genie Assist chat agent is now available globally for English-speaking users.*

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