



FOR IMMEDIATE RELEASE

Press contact: Christina Kirsten
Phone: +49 4152 139343
Email: christina.kirsten@terex.com

Genie® authorised dealers ATG, BSI and Genie highlight longtime experience during the 25th anniversary of Platformers' Days

Value-added solutions for improving sustainability, TCO and high utilization will be on display

Karlsruhe, Germany (12th August 2024) – Genie, BSI GmbH (BSI) and ATG Lift GmbH (ATG) are excited to welcome attendees to indoor/outdoor stand #H110/F110 during Platformers' Days, which is celebrating its 25th anniversary from 6 to 7 September 2024 in Karlsruhe, Germany.

Together, Genie and its dealers will showcase a range of solutions that address the industry's growing demand for quality, environmentally friendly equipment that enhances productivity for work at height while also offering a low total cost of ownership.

At indoor booth #H110 in the Hall, the team will present an array of electric solutions, including Genie® scissor and booms lifts, such as the Z®-60 DC and Z-45 DC electric boom lifts, as well as a selection of material lifts and Aerial Work Platforms. At the adjoining outdoor stand #F110, the rough terrain capabilities of the S®-80 J TraX and Z-45 XC™ (Xtra™ Capacity) boom lifts will be on display alongside and the rough terrain GS™-3369 RT scissor lift.

Teams from Genie, as well as authorised distributors ATG, and BSI, will be available to discuss new equipment sales, aftermarket support and service packages.

Sven-Meyland Nielsen, Owner BSI; Andreas Konstantin, Owner ATG; and Markus Bandura, Genie Sales Support Director for the GAS area, agree: "We look forward to marking the 25th anniversary of Platformers' Days by coming together to give attendees an opportunity to learn more about our high-quality machines and full package of service solutions that our customers expect from us in the region. We also want to congratulate the show management on this milestone anniversary, and their excellent event. We expect a great visitor experience

at our stand and at the demo area ground, and are looking forward to a great show program from the tradeshow organisation during the networking evening event.”

In addition to equipment featured at the indoor and outdoor booth, a high-reaching Genie SX™-180 boom lift will be shown on a truck at the Platformers' Days entrance and Genie's next generation TraX system will be shown on two different boom lift models: An S-80 J TraX, which attendees can find on Genie's outdoor stand, and an S®-45TraX, which attendees will be able to watch in action on a track at the demo area ground.

Genie TraX is available on four popular boom lift models, including two extra capacity XC boom lifts. The S-80 J TraX is highest-reaching tracked boom available, and the only tracked boom in its height class.

Genie's next generation TraX system, introduced earlier this year, features 50% fewer serviceable parts than other tracks systems on the market, which reduces the time and expense of maintenance and reduces the total cost of ownership. Genie TraX systems, on average, also deliver 72% less contact pressure compared with standard tire options due to their broader weight distribution, allowing TraX machines to work on sensitive, low-weight floors or in muddy terrain and sensitive ground conditions.

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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.

About BSI

Founded in July 1996 as a service company for aerial work platforms and mobile cranes, BSI has since continuously expanded its activities and developed into a specialist for the rental of access equipment and the sale of Genie boom lifts. Headquartered at Gernotstraße in Dortmund, Germany, the BSI team of 40 dedicated and competent specialists provides its customers with a complete range of services including consulting, jobsite planning, delivery, training, spare parts supply and service contracts. The company's rental fleet now consists of more than 500 working platforms and Genie telehandler. Since 2018 BSI is a member of SYSTEM LIFT and DIN ISO 9001 certified. BSI became an authorised Genie distributor in 2013 and authorised Genie Service Provider (ASP). Further information on BSI can be found at <https://www.bsi-dortmund.de/> (in German)

About ATG LIFT GmbH

ATG LIFT GmbH has been successfully active on the market for over 20 years. The experience gained from the dynamic development of the company is reflected in the current range of services offered by ATG LIFT GmbH. As an owner-managed, medium-sized trading and service company, they specialize in the sale of new and used machines, customer service and the distribution of spare parts for telescopic handlers, aerial work platforms and rough terrain forklifts.

ATG LIFT offers customers individual advice from competent specialists as well as attractive conditions and financing for new and used machines. The professional maintenance and repair service ensures the value and operational readiness of the customer's machines. Whether in the technical centre in Bietigheim-Bissingen or directly on site. This makes ATG LIFT a powerful and reliable partner for construction machinery rental companies, construction and agriculture, as well as municipalities in southern Germany. More than 25 dedicated employees at the company headquarters in Bietigheim-Bissingen offer customers the complete range of services. More information about ATG is available on its website <https://atglift.de/> (in German)

Photos of Genie booth at Platformers' Days 2023:



The Genie/ATG/BSI Team look forward to welcoming visitors at Platformers' Days

