



## FOR IMMEDIATE RELEASE

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### Genie's 2024 ARA Press Kit Available Electronically

*Bothell, WA (Feb. 15, 2024)* – At the ARA Show, February 19-21, in New Orleans, Louisiana, Genie will show highlights from its extensive portfolio of quality MEWPs and telehandlers in Booth #5339. In addition, Genie is making several new product announcements. During the show, attendees also will have a chance to compete to win a Genie GTH-5519 telehandler.

More info about Genie's booth, and the following new products, can be found in Genie's press kit, which is available electronically [by clicking here](#).

Press releases for the following are included in the press kit:

- Genie takes its MEWP training into the future with a new Virtual Reality Platform.
- Genie's next generation TraX system delivers reduced maintenance costs. The four-point track system is available globally on five boom lifts.
- Genie expands availability of its Lift Tools Access Deck accessory to include Genie GS-1932m and GS-1432m micro scissor lifts.
- Genie expands its portfolio of telehandler attachments, including a new auger for the GTH-5519 telehandler.

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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).