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Genie Partners with Authorized French Distributors, SNM Lift and EMM, for “Pink October” Breast Cancer Awareness Initiative

A special edition pink GS™-1932 scissor lift will raise funds for breast cancer research, awareness and patient support

Chartres, France (October 9, 2025) – Genie has joined forces with two of its valued French Authorized Distributors, SNM Lift and EMM, to support the “Pink October” campaign for breast cancer awareness. The trio have paired up to paint the popular Genie® GS™-1932 scissor lift pink as a visual tribute and a powerful symbol of hope and unity in honor of Breast Cancer Awareness Month. Proceeds from the sale of the lift will then be donated to an organization that supports breast cancer research, awareness, and patient care.

“Every October, organizations and individuals around the world come together to raise awareness, promote early detection, and support research efforts for breast cancer, a disease that impacts millions of lives,” said Régis Morin, owner of SNM Group. “By collaborating on this Pink October initiative, Genie, SNM Lift, and EMM can leverage our collective reach and resources to further amplify this important message throughout Europe.”

The centerpiece of this campaign is the Genie GS-1932 scissor lift, specially chosen for its versatility, reliability, and user-friendly features. The GS-1932 operates quietly, making it ideal for use in hospitals and event spaces, and its compact size allows easy navigation even in tight or sensitive environments. With extended runtime, reduced maintenance, and intuitive Smart Link™ controls, the GS-1932 ensures operators can focus on their work—whether that’s supporting awareness events or keeping essential operations running smoothly.

“This partnership between Genie, SNM Lift, and EMM is a shining example of how businesses can unite for positive change. We are proud to play a role in the global movement toward better health, hope, and empowerment through our partnership in this initiative,” said Carole Pirot, co-owner of EMM. “By

purchasing this specially designed lift, customers can acquire high-quality equipment and contribute to a meaningful cause.”

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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.