



NEWS RELEASE

GENIE® Launches New ReliaG® 850 & 650 Openers
High Quality Models Geared to Value-Driven Consumers & Builders



MT. HOPE, OH (Dec. 9, 2013) – The Genie Company, one of the nation’s largest garage door opener manufacturers, announces the newest additions to its product line-up, the ReliaG® 850 and ReliaG® 650 models.

Both are ceiling-mounted openers that come with either steel-reinforced belt or chain drive options, and have been designed and manufactured with new processes that incorporate high quality and product features that homeowners and installers alike will appreciate.

The Genie engineering team first focused on quiet and reliable operation, which are signature marks for both models. Each incorporates a 24V DC motor and comes with a strong C-channel rail in either 7’ or 8’ lengths that encloses the belt or chain, providing better aesthetic appeal when compared to a standard T-rail.

The Model 850 stands out with its extra strong ½ HPc Power Plus* motor that operates most residential sectional doors up to 500 lbs. The DC motor incorporates Soft Start-Soft Stop technology that helps provide a smooth start and smooth finish to the garage door’s operation each time the opener is operated. (The Model 650 with its ½ HPc* motor is rated for residential sectional doors up to 350 lbs.)

With Auto-Seek Dual Frequency, the ReliaG 850 and 650 will automatically select either 315 or 390 MHz frequency to help avoid any near-by radio frequency interference.

Lighting for both openers is placed toward the inside of the garage to give homeowners light where it's needed most, and is compatible with most incandescent, CFL and LED light bulbs.

For security, Intellicode access security system provides superior encryption technology, otherwise known as rolling codes, to prevent possible piracy of the radio signal by would-be code grabbers, thanks to its billions of code combinations.

An especially easy-to-use feature for installers is its pre-programmed remote that is ready to use out of the box. Since it is programmed to the opener head before leaving the factory, field installation time is reduced.

Another installer plus is that the ReliaG opener heads are interchangeable with either the belt or chain drive rail. If a homeowner orders a chain drive opener but decides at the last minute to change to belt drive, the installer can simply take the appropriate rail from his truck and switch them without having to also switch the opener head. This flexibility can save the installer an unnecessary trip back to the shop to get the correct opener, and frees up space on the service truck.

And, as with other Genie DC motors, the motor itself is much lighter than a comparable AC model, helping to make an installer's day that much easier and less demanding.

For homeowners with HomeLink and Car2U systems, the ReliaG 850 and 650 openers are compatible with all models of each, providing a great convenience feature. In fact, they are also compatible with all HomeLink made before 2007, making them even more appealing to potential customers.

With some of the best warranties in the industry, the Model 850 comes with a 10-year limited warranty on the motor while the Model 650 comes with a 5-year limited warranty on its motor. Each has a 15-year warranty on the belt drive rail and 5-year on the chain drive rail.**

Mike Kridel, president, said, “We are very proud with the amount of energy and effort that went into making the ReliaG 850 and 650 garage door opener models a valuable and important part of our product line-up. These openers are geared to the opening price point segment, but the detailed design and manufacturing process treated them like they were our highest end models. While homeowner features were important, we also made sure the professional installers would find them as reliable and easy-to-install as anything else on the market.”

The ReliaG 850 and 650 are available exclusively through Genie professional garage door opener dealers.

** 1/2 Horsepower comparable (HPc) Power Plus designates that the ReliaG 850 garage door opener exceeds Genie’s lifting force specification for 1/2 horsepower garage door openers. 1/2 Horsepower comparable (HPc) designates that the ReliaG 650 garage door opener meets Genie’s lifting force specification for 1/2 horsepower garage door openers.*

*** See owner’s manual for complete details.*

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