

## FOR IMMEDIATE RELEASE

Public Relations Contact: Magdalene Thusheetha

Tel: +971 4 399 0381 (Ext. 124) Mob: +971 56 644 26 88

Email: magdalene.thusheetha@terex.com

# BIN QURAYA RENTAL RECEIVES DELIVERY OF TEN GENIE® SX™-125 XC™ BOOMS, MIDDLE EAST (An investment backed by a strong, local-market business partner)

**Dubai, U.A.E.**, (20<sup>th</sup> March 2018) – Seeking the right access solution to support the needs of petrol project specialist customer Aramco, Saudi Arabian heavy equipment rental company Bin Quraya (a company member of the Bin Quraya Group) recently invested in ten, 40 m (131 ft) Genie<sup>®</sup> Xtra Capacity™ (XC™) boom lifts. The machines were supplied by Saudi Arabian-based Authorized Genie Distributors, Middle East Development Co. Ltd. (Medco).

For Aramco's steel erectors, electricians, welders, pipe and millwright fitters, whose work involves the use of heavy tools and materials, these heavier capacity machines will provide the ability to work more efficiently and productively. All ten Genie SX™-125 XC booms were delivered this January.

"When we invest, we are looking for equipment with an excellent reputation in the market backed by a local distributor that understands our needs, that we can consider as a true business partner," says Mr. Hamad Bin Quraya. He continues: "With Genie and Medco, we have both. In addition to the reliability and quality that Genie products are known for, Medco has a great track record for its holistic vision of after-sales service."

Genie Xtra Capacity booms are designed to work in applications that require higher capacities. Like all models of the Genie XC family, the Genie SX-125 XC boom features a dual envelope design offering an unrestricted platform capacity of 300 kg and a restricted capacity of 454 kg. "Offering a third more capacity than standard, our Genie XC booms combine the latest new generation Genie technologies to raise more people, more tools and more materials to increase productivity, and make work in applications that require higher capacities faster and easier," says Gary Cooke, Genie regional sales manager, Terex AWP, for the Middle East at Terex Equipment Middle East LLC. He continues: "But, this is not all. Even though Bin Quraya's Genie SX-125 XC booms are painted orange, which is the company's corporate colour, they are still Genie blue at heart! This implies that they are engineered to support our customers' business by keeping their cost of ownership low, which is exactly what forward-looking companies like Bin Quraya are looking for."

Focusing on total cost of ownership, in the same way as other Genie XC booms, the Genie SX-125 XC model offers the advantages of extended service intervals. As a result, machines cost less to service and spend more time at work in the field and less time in the workshop, which all adds up to increase rates of utilization and reduce their total cost of ownership.

Last but not least, the Genie SX-125 XC boom also includes a new low-maintenance load-sense cell that monitors the weight on the platform and disables function if the load exceeds the platform load limit. The overload sense functionalities allows the SX-125 XC to offer increased platform load capacity, enhancing the booms' utilization and performances in heavy-load applications compared to units with more restrictive platform load limits.

### About the Genie SX-125 XC boom lift

The Genie SX-125 XC boom lift is one of six models in the expanding Genie Xtra Capacity boom family, all of which are engineered to work in more applications that require higher capacities. With a dual lift capacity of 300 kg / 454 kg, which is a third more than standard, and a smooth operating envelope, these new Genie XC boom lifts are a perfect fit for heavy lifting access in the construction and maintenance of stadiums and sports arenas, gas and oil refineries, industrial and telecommunications applications.

Focusing on simplicity and ease of use for operators, key features of the Genie SX-125 XC boom include:

A new mini Genie XChassis™ design that combines excellent stability with a compact 3.94 m x 4.11 m footprint, with axles that extend and retract to and from the stowed position 2.49 m retracted or 3.94 m extended. Offering a narrow profile for transport on a standard low-bed trailer, the mini Genie XChassis system is also easy-to-access for low-effort maintenance.

New Automatic Envelope Control Technology enables the Genie SX-125 XC boom to boast the ability of retracting its boom automatically when it reaches its operating envelope.

Zero-Load Calibration: Allowing for simple platform positioning and an enhanced operator experience, the system's low maintenance load-sensor cell continuously checks the weight in the platform in real-time to limit the operating envelope to match the load chart. As a result, calibration in the field no longer requires burdensome test weights. Full factory calibration only needs to be performed during annual inspections.

<u>Full range of motion throughout the entire working envelope</u> — up to 34 m working height, and a horizontal outreach from 22.86 m with 135° of vertical jib rotation and the ability to work 2.69 m below grade, the Genie SX-125 XC boom is equipped with a powerful emissions-compliant 55 kW Stage IIIA diesel engine and a redesigned heavy-duty generator. These features deliver consistent, reliable power to the machines' drive and platform functions. It also shares commonality in design and parts with other Genie booms.

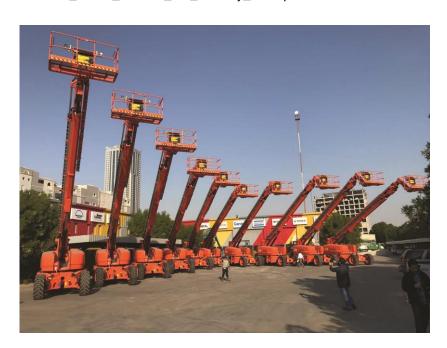
As applies to all Genie booms with the XC nomenclature, the Genie SX-125 XC boom complies with the overload restriction guidelines in the current European EN280 standards.

## Photos & captions:

Photo 1\_Bin\_Quraya\_Group\_and\_Medco – (L to R) Mr. Hamad Bin Quraya of Bin Quraya Group and Mr. Odai Ismail, Sales Manager Eastern Region, Medco, seal the deal at Bin Quraya Rental's headquarters in Dhahran, Saudi Arabia.



Photo 2\_Genie\_SX-125\_XC\_delivery\_line-up - Genie SX-125 XC delivery line-up



## **About Bin Quaraya Group**

Headquartered in Dhahran, Bin Quraya Group is a Saudi Arabian group of companies with operations throughout Saudi Arabia and the MENA region. Offering one of the largest crane fleets in the MENA region, its activities include the rental of a broad range of heavy equipment. The group also comprises a highly accomplished Construction and Engineering Division. For further details, visit Bin Quaraya Group at www.binguraya.com/divisions/rental/

## About Authorized Genie Distributor Medco (Middle East Development Co. Ltd.)

Headquartered in Jeddah, and founded by Saleh A. Alfadl and his brother Ibrahim in 1967, Medco is a 100% Saudi Arabian company. It has been an Authorized Genie Distributor for more than five years. Offering the broadest choice of equipment available in the Middle East, Medco prides itself in providing the utmost value to customers through efficient delivery of equipment, service support and spare parts, backed by a team of more than 150 experienced, manufacturer-trained members of staff of diversified cultures. For further details, visit Medco at http://www.medco1.com

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#### **About Terex:**

Terex Corporation is a global manufacturer of lifting and material processing products and services delivering lifecycle solutions that maximize customer return on investment. Major Terex brands include Terex, Genie, Powerscreen and Demag. Terex solutions serve a broad range of industries, including construction, infrastructure, manufacturing, shipping, transportation, refining, energy, utilities, quarrying and mining. Terex offers financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services. More information about Terex is available on its website: <a href="https://www.Terex.com">www.Terex.com</a>, and on its LinkedIn page — <a href="https://www.terex.com">www.linkedin.com/company/terex</a> and Facebook page — <a href="https://www.terex.com">www.facebook.com/TerexCorporation</a>.