



FOR IMMEDIATE RELEASE

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GENIE EXPANDS ITS DISTRIBUTION NETWORK IN KUWAIT

(Bahrah Trading Company Appointed as Authorized Distributor for the Sales and After Sales Service of Genie® boom lifts and scissor lifts)

Dubai, UAE: 8th August 2019 – Supporting increased demand for Genie® products and services throughout the Middle East, Terex Aerial Work Platforms (AWP) announces the appointment of Bahrah Trading Company, an affiliate of Al Sayer Holding, as its new distributor for Genie telescopic and articulating boom lifts and scissor lifts in Kuwait.

Over a period of six decades, Bahrah Trading Company has evolved into a major equipment supplier serving a broad spectrum of clients in the construction, oil and industrial sectors in Kuwait. Offering a wide range of high quality industrial and transport equipment solutions, the company's excellent reputation has been built on premium brands backed by reliable after sales service.

For Sharbel Kordahi, Managing Director, Terex Equipment Middle East (TEME), and Genie Sales Director for Middle East, South Africa, Russia and CIS, Terex AWP: "Partnering with Bahrah Trading in Kuwait is part of a strategic and logical move to develop a stronger foothold in the Middle East region." He continues: "As part of the Al Sayer Holding, Bahrah Trading is a solid business with a strong position in the marketplace. For Genie, having the right partner goes a long way as it reflects on our brand as well. Now that Bahrah Trading is part of our growing regional network, customers can be confident that access to Genie products, backed by the responsive, quality service they rely on, is now much easier."

For Gary Cooke, Genie regional sales manager, Terex AWP for the Middle East at Terex Equipment Middle East LLC: “Bahrah Trading has an excellent reputation in Kuwait. Led by an experienced team of professionals with a highly customer-focused approach, a first-class infrastructure and what is probably the best quality after sales service in the region, Bahrah Trading has everything that Genie customers need to support their business. We are pleased to have them on board as a part of our network.”

For Hamza Melakandy, General Manager, Bahrah Trading: “For us, it’s not just the price of the equipment that we represent that matters, but the quality of the product itself. With the addition of a premium brand like Genie to our competitive offering, our customers can be assured of getting great value for their investment. We are happy to have the opportunity of supporting Genie in Kuwait with the best team, both in terms of sales and after-sales service, in our market.”

Photo & caption



Signing the distribution agreement:
(L to R) Biju Gangadharan, Manager, Heavy Equipment Sales, Bahrah Trading; Hamza Melakandy, General Manager, Bahrah Trading; Mubarak Naser Al Sayer, Executive Director and CEO, Al Sayer Group (holding company of Bahrah Trading); Sharbel Kordahi, Sales Director Terex AWP Middle East, Southern Africa, Russia & CIS and Managing Director Terex Equipment Middle East LLC; Gary Cooke, Genie regional sales manager, Terex AWP, for the Middle East at Terex Equipment Middle East LLC.

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About Bahrah Trading Company

An affiliate of Al Sayer Group Holding, over a period of around 6 decades, Bahrah Trading Company has evolved into a major source of supply, serving a wide spectrum of clients in construction, oil and industrial sectors in Kuwait. Their reputation has been built on premium brands, a wide range of high quality industrial and transportation solutions and reliable after sales support. In 2005, they attained ISO9000-2000 certification across all their core activities. Further information about Bahrah Trading Company can be found at www.bahrahtrading.com

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 and Powerscreen. 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 www.Terex.com, on LinkedIn www.linkedin.com/company/terex and on Facebook www.facebook.com/TerexCorporation.