



## **FOR IMMEDIATE RELEASE**

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### **GALADARI TRUCKS & HEAVY EQUIPMENT APPOINTED AS AUTHORISED DISTRIBUTOR OF GENIE® BOOM LIFTS AND SCISSOR LIFTS IN THE U.A.E.**

*New agreement offers the premium quality aerial equipment, after sales service and financial flexibility that customers in the region rely on*

**Dubai, UAE: 16<sup>th</sup> March 2021** – Supporting increased demand for Genie® products and services throughout the Middle East, Terex Aerial Work Platforms (AWP) announces the appointment of Galadari Trucks & Heavy Equipment Co. Ltd. LLC (GTHE) — a flagship subsidiary of Galadari Brothers — as its new distributor for Genie telescopic and articulating boom lifts as well as scissor lifts in the UAE, effective Nov. 1, 2020. Thanks to a large planned stock of Genie machines, this new agreement offers customers easier and faster access to Genie equipment, backed by the support of a strong sales and service partner with an excellent reputation in the UAE market.

Mohamed Yahya Kazi Meeran, Director and Group CEO, Galadari Brothers, says: “GTHE and Genie share more than their strength of presence and reputation in the marketplace. They also have the same values that are the engines that drive their respective successes. This partnership will enable both companies to create a synergy that will be felt by customers in a market like the UAE, which deserves no less than the best product offerings and services.”

For GTHE, infrastructure, construction and maintenance are growth sectors where aeriels are under increasing demand. Supporting this need, one of the company’s first orders featured a variety of the new Genie E-Drive slab scissor lifts, namely the Genie GS™-1330m, GS-1932, GS-3246, GS-2632, GS-4046 and GS-4655 models intended for electricians, cleaning and a wide range applications in facilities management and maintenance.

Sharbel Kordahi, Managing Director of Terex Aerial Work Platforms for the Middle East, Southern Africa, India, Russia and CIS, says: “Galadari Brothers is a flagship name in the UAE. With more than 40 years of experience in the region, they have an in-depth knowledge and understanding of the market, backed by strong sales and aftermarket support teams. It is our privilege to be associated with this group. In addition to Genie boom lifts and scissor lifts, this deal also includes the distribution of all Terex product lines.”

Kordahi continues: “The UAE has always been a very strong market for aerial work platforms and we expect it to grow quickly post-Covid-19. In this respect, with a readily available stock of Genie machines and spare parts, GTHE will be prepared to ensure fast delivery with the in-the-field service that customers rely on. Furthermore, GTHE is a strong partner. This implies that, in addition to their nationwide presence and experience, they are also able to provide sales terms that offer the financial flexibility that customers need to help support their businesses.”

#### **Photo & caption**



#### **Signing the distribution agreement in Dubai**

Mohamed Yahya Kazi Meeran Director and Group CEO, Galadari Brothers; (seated, right) and Sharbel Kordahi Managing Director, Terex Aerial Work Platforms, Middle East, Southern Africa, India, Russia and CIS (seated, left); at the signing ceremony in Dubai, in the presence of Sohail Galadari, Director Galadari Brothers; Mohammed Galadari, Director Galadari Brothers; Samer Khalid, CEO Heavy Equipment Division, Galadari Brothers; Amer Azmi Divisional Sales Manager, GTHE and Johan Gericke (right), Territory Sales Manager, Terex Aerial Work Platforms.

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**About GTHE**

GTHE is a flagship subsidiary of Galadari Brothers that has been the leading provider of Heavy Earthmoving, Road Construction, Power Systems and Materials Handling Equipment in the United Arab Emirates for over 40 years. Focusing its efforts on being solutions provider, GTHE has built a reputation for outstanding service and after sales support.

The company has established an exclusive range of world leading support technologies which include products and services that are designed to improve productivity and efficiency across the industry. Each is backed by professional and highly trained teams who are knowledgeable in their respective fields and closely supported by the OEM. More information about GTHE is available on its website <https://www.galadariithe.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](http://www.Terex.com), on LinkedIn [www.linkedin.com/company/terex](https://www.linkedin.com/company/terex) and on Facebook [www.facebook.com/TerexCorporation](https://www.facebook.com/TerexCorporation).