



FOR IMMEDIATE RELEASE

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GENIE® ANNOUNCES THE ORDER OF 10 ZX®-135/70 BOOM LIFTS BY DAYIM EQUIPMENT RENTAL IN SAUDI ARABIA

Genie quality, low cost of ownership, safety and productivity were decisive in the purchase decision

Roosendaal, The Netherlands (13th July 2021) – Based in Saudi Arabia and a member of Dayim Holdings, Dayim Equipment Rental has been a leading service and equipment rental company in the Middle East since 2010. Wishing to replace some units in its aerial fleet with more recent, efficient equipment with on-board technology to increase operator safety and productivity, it launched a call for tender from several manufacturers. To fulfil this need, Dayim Equipment Rental turned to Genie, ordering 10 Genie® ZX®-135/70 articulating boom lifts.

Genie's strong reputation in articulating boom lifts and class-leading total cost of ownership

Imtiyaz Abedi, Operations Director, Dayim Equipment Rental, considers Genie one of the main go-to brands for articulating boom lifts. He chose to invest in 10 Genie ZX-135/70 models for their high potential in meeting the needs of customers in Saudi Arabia and Bahrain in oil and gas and industrial construction applications. He points out: "Our choice of investing in a specific brand and model is the result of a rigorous examination of all the elements that come into play in terms of total cost of ownership and, on that front, the Genie ZX-135/70 outperforms same-class boom lifts available on the market."

Safety and increased productivity

Fatin Aldandan, Business Development Director, Dayim Equipment Rental, says: "Our focus on strategic partnerships with major end-users and key players in oil and gas and construction industries has helped us understand customers' operational requirements, apart from our priorities on a technical and safety perspective. This helps us add products to our portfolio that tick our fleet requirements, are safest to operate, and that fit customers' requirements and support their productivity needs." The first Genie ZX-135/70 units will be delivered starting from July 2021.

A long-standing customer relationship

Sharbel Kordahi, Managing Director, Terex AWP for the Middle East, Southern Africa, India, Russia and CIS, says: "Dayim Equipment Rental is highly respected for its professionalism and the quality of the equipment it provides. Over the years, we have developed a strong relationship together. This order complements the investment Dayim made in 2020 in the Genie SX™-180 Super Booms. I thank Dayim Rental for this new order that signs its continued trust in the Genie brand and our Middle East team."

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About Dayim Equipment Rental

Dayim Equipment Rental has been a leading equipment rental and services provider in the Middle East since 2010. Dayim Equipment Rental is a part of Dayim Holdings in KSA (Kingdom of Saudi Arabia), which operates and manages various companies across sectors with high market growth potential using a combination of joint venturing, investment and strategic partnership. Operating one of the youngest fleets available in the region, Dayim Rentals offers a wide range of equipment including

aerial work platforms, generators, air compressors, lighting towers, welding machines and materials handling & earth moving equipment. Having already a solid footprint in the Saudi market with 4 depots around the kingdom, Dayim Rentals are now setting up their 5th rental depot in the northwest KSA to serve the strategic NEOM City, Red Sea Development and Amaala projects.

With over 200 members of staff, the company's services include long and short-term equipment rental, asset management services to key sectors including oil & gas, industrial, manufacturing, construction, events and facilities management across KSA, Kuwait, Qatar, Bahrain and UAE. Further information about Hertz Dayim can be found on the company website <https://www.dayimrentals.com>

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About Genie

Since 1966, Genie has been the leading name in the aeriels 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.

About Terex

Terex Corporation is a global manufacturer of aerial work platforms and materials processing machinery. The Company designs, builds, and supports products used in construction, maintenance, manufacturing, energy, minerals and materials management applications. The Company's products are manufactured in North and South America, Europe, Australia, and Asia and sold worldwide. The Company engages with customers through all stages of the product life cycle, from initial specification and financing to parts and service support. More information about Terex is available on its website: www.Terex.com.

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Photo captions

Imtiyaz Abedi, Operations Director, Dayim Equipment Rental



Fatin Aldandan, Business Development Director, Dayim Equipment Rental



Sharbel Kordahi, Managing Director of Terex AWP for the Middle East, Southern Africa, India, Russia and CIS

