



FOR IMMEDIATE RELEASE

Public Relations Contact: Christina Kirsten

Phone: +49 4152 139343

Email: christina.kirsten@terex.com

**GENIE® DEALER MEDCO SELECTED TO SUPPLY AERIAL LIFTS FOR WORK
AT HOLY SITES IN MAKKAH AND MADINAH IN SAUDI ARABIA**

Genie booms and scissor lifts will be used for facility maintenance at two holy mosques

Riyadh, Saudi Arabia (28th March 2023) – Genie® authorised dealer MEDCO has begun delivery of 135 Genie boom and scissor lifts purchased by Al Majal Al Arabi for facility maintenance on holy mosques at Makkah and Madinah in Saudi Arabia. These lifts will be used for cleaning and routine maintenance at these important sites.

The order includes Genie S®-60 J and S-80 J telescopic boom lifts, which will be used for external facade and general offsite maintenance, GS™ E-Drive scissor lifts for indoor maintenance, and electric Z®-60 DC articulating boom lifts for use in general facility management and cleaning tasks.

"MEDCO is proud to be the first supplier for Genie equipment to the two holy mosques in Makkah and Madinah," said Emad Mukhalalaty, general manager for MEDCO Saudi Arabia. "This is one of the most prestigious and demanding projects that MEDCO had won in recent years, and we feel that serving the holy mosques is not only a duty and responsibility, but an honor that we value and shall provide for."

Genie's ability to meet technical specifications, safety prerequisites and delivery needs were major deciding factors in the decision to purchase Genie lifts from MEDCO. It was also helpful that MEDCO's team understood the different applications for these platforms at the mosques, and was able to recommend specific equipment to best meet jobsite needs.

"We believe winning this deal was not a strike of luck, but rather a full understanding of customer needs and application derived from several site visits inspecting the toughest-to-reach points in The Haramain (*the Holy Site*)," said Mohammed Kamal, the regional manager in MEDCO Riyadh. "Our coordination with Genie regional sales also was instrumental; the equipment met Al Majal's specific technical requirements, and the equipment was able to be delivered within the required lead times to win this high-profile project."

Genie's high-quality and innovative products make for optimal productivity at the safest heights! And MEDCO guarantees the highest machine availability and reliability around the clock."

Each piece of equipment has important features that make them the right lift for specific tasks at these heritage sites. The S-60 J and S-80 J telescopic boom lifts, for example, are lighter than comparable booms in their class, which makes them ideal for work on sensitive surfaces, while the Z-60 DC articulating boom lifts provide up-and-over access for accessing hard-to-reach areas. Because they are electric, the Z-60 DC machines are also noise and emission free, which makes them ideal for indoor use as well.

Likewise, Genie GS E-Drive scissor lifts give MEDCO's customer Al Majal Al Arabi the ability to work indoors or outdoors. The efficient, low-maintenance electric scissor lifts also are easy to maneuver and boost jobsite productivity. With 70 percent fewer hoses and fittings, the risk of hydraulic leaks also is reduced to near zero, which is particularly important while working at these historic sites.

"It's a great honor for Genie to have been chosen of being a supplier of the two holy mosques," said Sharbel Kordahi, managing director Middle East & Sales Director AWP ME.

###

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 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 14 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 www.Medco.sa

About Al Majal Al Arabi

Al Majal Al Arabi has been officially classified as 1st Class Service Provider for facility management, general maintenance and operating activities in the field of facility management and is a leading company in managing and acquiring megaprojects. This classification is an earned distinction as a direct result of Al Majal Al Arabi's capacity and capability to handle strategic projects in the private and public sectors. Since its foundation in 1991, Al Majal Al Arabi Facility Management/Operation & Maintenance has been providing specialized services in the facility maintenance industry covering residential, commercial, governmental, and mainly medical centers and hospitals.



Above: Pictured left to right — Yazid Alzahrani, Procurement Director, Al Majal; Mohammed Khashogi, Vice President, Medco; Fahed Alqafari, Vice President, Al Majal Al Arabi

Below: Genie boom and scissor lifts will be used for cleaning and routine maintenance on holy mosques at Makka and Madinah in Saudi Arabia.

