



FOR IMMEDIATE RELEASE

Public Relations Contact for Genie: Christina Kirsten

Phone: +49 4152 13 9 343

Email: christina.kirsten@terex.com

Genie Recognizes Six European and East Dealers with Dealer of the Year Awards
Strong Partnerships and a Commitment to Quality and Customer Excellence Were
Key for Genie's Top Authorised Dealers

Bothell, WA (2nd May 2024) – Genie recently recognized six authorised dealers — three in Europe and three in the East region — with its annual Dealer of the Year Awards. These awards recognize dealers that exemplify Genie's commitment to quality and partnership by delivering outstanding customer service and parts availability, as well as strong collaboration with the Genie® team.

In Europe, 2023 Dealer of the Year Awards were presented to:

Gold Award – BSI GmbH, which is headquartered at Gernotstraße in Dortmund, Germany. BSI has been a specialist for lifting and height access technology for more than 25 years, and significantly expanded its footprint in Autumn 2020. BSI has a rental fleet that includes more than 500 working platforms and access equipment, and its team provides customers with a complete range of services including consulting, jobsite planning, delivery, training, spare parts supply and service contracts.

“Of course, we aimed to win in 2023 after earning silver the year before. With this clear focus in mind, we concentrated on the criteria and worked diligently with the Genie team to achieve results. And we are very proud to have won. It motivates not only our team, but also is something we communicate to our customers,” said Sven Nielsen, Managing Director of BSI. “Our collaboration with Genie goes back 15 years. We have the same goals; in addition to safety, Quality By Design is a top priority for us. We are always personally available, in a timely manner, for our customers.”

Nielsen added: “After expanding our premises, we can supply our customers with high quality equipment at short notice, which is a benefit. For more than 25 years, we have placed great emphasis on a strong customer orientation, and now we look forward to the next 25 years together with Genie — and winning again in 2024.”

Silver Award – HDW Nederland, which has branches in The Netherlands, Belgium and Poland, and dealerships in 16 countries, supplies machines to customers across Europe, as well as customers in other regions in the world.

Remko Jonkergouw, Sales Director, said, “We are very proud of our partnership with Genie, which started almost three decades ago. Winning the dealer contest is never a goal by itself. Our main objective is to keep our customers happy, and we are always fighting hard to make sure our customers understand why they should choose Genie over the competition. If we, along the line, also are one of the winners in the dealer contest, then that is the cherry on the cake.”

Bronze Award – ATG Lift GmbH, headquartered in Bietigheim-Bissingen, Germany, is an owner-managed, medium-sized trading and service company that specializes in the sale of new and used machines, customer service, and the distribution of spare parts for aerial work platforms, telescopic handlers and rough terrain forklifts.

“The cooperation between Genie and ATG was top! Together, we worked to achieve our goals while delivering the highest quality equipment and services for our customers,” said Andreas Konstantin, ATG owner. “The dealer competition is great, but beyond just winning, it provides an extra incentive to continue to improve our internal structure and processes. Our goal is to continue pursuing excellence in 2024, and to take first place this year.”

The East Region Dealer of the Year Winners

In the East Region, which encompasses West and South Africa, the Middle East, Turkey, the Far East and India, awards were presented to:

Gold Award: Galadari Trucks & Heavy Equipment (GTHE), which is headquartered in Dubai, United Arab Emirates as a subsidiary of Galadari Brothers Group. Since Nov. 1, 2020, they have been the distributor for Genie telescopic and articulating boom lifts as well as scissor lifts in the UAE. Thanks to a large, planned stock of Genie machines, GTHE is able to offer their 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. 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 enabled both companies to create a synergy that is felt by customers in a market like the UAE.

“At Galadari Trucks & Heavy Equipment (GTHE), we always strive to be number one,” said Mina Fayez, Divisional Sales Manager. “The smooth communication and unwavering support from the Genie team

contributed to our phenomenal gold award last year. We achieved this by establishing a collaborative plan with the sales team, marketing team, Genie team, and other key stakeholders. The plan was guided by clear objectives and key results, and utilized all available resources and marketing channels.”

Silver Award: Maco Corporation (India) Pvt., Ltd., headquartered in Kolkata, India is a leading provider of world-class industrial products, technologically advanced engineering equipment and customised solutions. The organisation caters to critical sectors like steel, oil and gas, mining, power, refinery, railways, drives and transmission, and machine tools and access equipment, serving more than 1,000 companies including world leaders in the industry.

“It is always inspiring to be recognized for the efforts of our team,” said Krishna Patel, AGM – Head for Business for the access division. “Throughout the year, we were not thinking much about the competition apart from providing timely feedback to the Genie surveys and adhering to the requisitions of the dealer contest. Rather, we were focused on providing the best experience to Genie customers, and following the processes to achieve it. That said, winning the Silver Award is a great feeling, especially after winning Bronze last year. It motivates our team to be the best at what we do, which is providing quality services to our customers.”

Bronze Award: Concord Access Solutions (formerly Goscor Access Solutions), headquartered in Midrand, South Africa. Concord Access Solutions GAS operates a fleet of more than 1,000 access equipment units offering working heights from 6 to 57 m, suitable for multiple applications for many markets.

“Our market is highly competitive, so we worked closely with the Genie team to ensure availability of machines, at competitive prices. The result was an excellent sales year, locally and across borders. Having stock readily available was key, given our distance from factories and distribution centers. To accommodate that, we focused on having a range of Genie equipment in stock so we could get the equipment to our customers faster than our competitors,” said Marcus Gartside, National Sales Manager, Concord Access Solutions. “A partnership with Genie, and the ability to share information, is vital to understanding challenges and to serving the market and continuing to grow.”

###

About Genie

Since 1966, Genie has been the leading name in the aerials 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 BSI

Founded in July 1996 as a service company for aerial work platforms and mobile cranes, BSI has since continuously expanded its activities and developed into a specialist for the rental of access equipment and the sale of Genie boom lifts. Headquartered at Gernotstraße in Dortmund, Germany, the BSI team of 40 dedicated and competent specialists provides its customers with a complete range of services including consulting, jobsite planning, delivery, training, spare parts supply and service contracts. The company's rental fleet now consists of more than 500 working platforms and Genie telehandler. Since 2018 BSI is a member of SYSTEM LIFT and DIN ISO 9001 certified. BSI became an authorised Genie distributor in 2013 and authorised Genie Service Provider (ASP) in 2016. Further information on BSI can be found at <https://www.bsi-dortmund.de/> (in German)

About HDW

HDW is importer of top quality aerial work platforms, telehandlers and rough terrain forklift trucks. Their dealerships include the following countries: The Netherlands, Belgium, Luxembourg, Poland, Czech Republic, Hungary, Romania, Slovakia, Croatia, Bosnia – Herzegovina, Serbia, Albania, Montenegro, Bulgaria, Moldavia and North-Macedonia. HDW has 3 branches, in The Netherlands, Belgium and Poland. The sales in the other countries is run through their sister company Statech in Czech Republic. In partnership with Genie they also supply machines to other regions in the world. As the official dealer of top brands such as Genie – they have a suitable solution for every need. More information can be found on <https://www.hdw-intl.com/>

About ATG LIFT GmbH

ATG LIFT GmbH has been successfully active on the market for over 20 years. The experience gained from the dynamic development of the company is reflected in the current range of services offered by ATG LIFT GmbH. As an owner-managed, medium-sized trading and service company, they specialize in the sale of new and used machines, customer service and the distribution of spare parts for telescopic handlers, aerial work platforms and rough terrain forklifts.

ATG LIFT offers customers individual advice from competent specialists as well as attractive conditions and financing for new and used machines. The professional maintenance and repair service ensures the value and operational readiness of the customer's machines. Whether in the technical centre in Bietigheim-Bissingen or directly on site. This makes ATG LIFT a powerful and reliable partner for construction machinery rental companies, construction and agriculture, as well as municipalities in southern Germany. More than 25 dedicated employees at the company headquarters in Bietigheim-Bissingen offer customers the complete range of services. More information about ATG is available on its website <https://atglift.de/> (in German)

About GTHE (Galadari Trucks & Heavy Equipment)

Galadari Trucks & Heavy Equipment (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 was founded in 1976 and is headquartered in Dubai, United Arab Emirates as a subsidiary of Galadari Brothers Group.

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.galadarithe.com/>

About Maco

Maco is a leading provider of world-class industrial products, technologically advanced engineering equipment & customised solutions. The organisation caters to critical sectors like Steel, Oil & Gas, Mining, Power, Refinery, Railways, Drives and Transmission, Machine Tools & Access Equipment, serving over 1000+ companies including world leaders in the industry. Through end-to-end solutions in project execution, including management, installation, commissioning and after-sales services, Maco remains the preferred partner for their esteemed clients. We also provide ancillary support services like equipment rental, maintenance and repairs, as per project requirements.

With a strong domain expertise and a dedicated workforce of more than 500 employees, Maco has successfully executed some of the largest turnkey projects across the globe. Through the Strategic Business Unit concept, the company is able to cater to the evolving needs of each domain, in a systematic, customer-centric manner. Use of innovation and technology, unmatched experience and a strong strategic foundation through Joint Ventures and Partnerships gives the company a strong competitive edge. Apart from this, an unsaid promise of dedicated assistance, open communication and adherence to timelines has helped us to nurture long-lasting relationships with some of the biggest names in the industry. More information about Maco is available on its website <https://www.macocorporation.com/access-machine>

About Concord Access Solutions

Headquartered in Midrand, South Africa, with branches countrywide Concord Access Solutions operates a fleet of more than 1,000 access equipment units offering working heights from 6 to 57 m, suitable for multiple applications for many markets. Its team of technical specialists is available to support customers when needed. Be it for machine sale or rental, operator training, spare parts or technical support, Concord Access Solutions offers 24/7/365 customer service. For more information about Concord Access Solutions, visit concordaccesssolutions.com/

Photos



Left: Markus Bandura, Sales Director, GAS Region; right Sven Nielsen, Managing Director BSI



Andries Schouten left, CEO / Remko Jonkergouw, Sales Director right



Left: Markus Bandura, right: Mr. Andreas Konstantin, Owner ATG



From left to right: Johan Gericke, Genie Territory Sales Manager Middle East & South East Africa; Samer Khalid CEO- Heavy Equipment Division; Mohamed Galadari : GCEO & Co Chairman; Sharbel Kordahi, Managing Director Terex Equipment Middle East & Sales Director (AWP) East (Middle East, Southern Africa, CIS, India & Turkiye); Ibrahim Galadari : Executive Committee member; Mahmoud El Hamarshah : GTHE GM; Mina Fayez: Divisional Sales Manager



From left to right: Ketan Patel, CEO, Krishna Patel, AGM – Business Development, Manoj Rawat, Genie General Manager (Sales) - AWP India Region; Will Westley, Genie VP Sales & Sales Support EMEA, Sharbel Kordahi, Managing Director Terex Equipment Middle East & Sales Director (AWP) East (Middle East, Southern Africa, CIS, India & Turkiye)



Marcus Gartside, Sales Manager, Concord Access Solutions, South Africa