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GENIE EAST DEALER SUMMIT FOSTERS STRONGER PARTNERSHIPS AND A COMMITMENT TO CUSTOMER EXCELLENCE

Dubai, UAE (16th November 2023) – Genie® dealers from the East region — which encompasses West and South Africa, the Middle East, Turkey, the Far East and India — came together in Dubai in early November to share insights, align goals and inspire collaboration with the goal of continuing to strengthen the high-quality service provided to Genie customers throughout the region.

“It was wonderful to have an opportunity to get together in person again,” said Sharbel Kordahi, Genie Managing Director Middle East & Sales Director AWP ME. “Through this event, Genie and our dealers reinforced our commitment to developing a cohesive regional dealer distribution channel. We are grateful for our strong partnerships with our dealer network and the quality service they provide to their customers — a great example of our Quality By Design brand promise in action.”

Kordahi continued: “Genie is committed to working with all of our dealers to optimise their capabilities to drive additional value for our customers. This will benefit dealers in region, and ensure Genie customers are receiving the quality customer experience the Genie brand is known for.”

During the East Dealer Summit, Genie and its dealers had an opportunity to talk about topics including electrification and the future of electric and hybrid equipment, as well as aftermarket support, including parts and life cycle management. Dealers also were provided valuable insights into Genie’s product roadmap, and Genie’s commitment to continuing to innovate in ways that meet the industry’s need for quality, cost-effective, equipment for the jobsites of today, and tomorrow.

The event capped off with a celebratory dinner, honouring the work of Genie’s dealers across the East Region.

“The East Region includes many countries that are seeing significant growth in their aerial equipment markets. The regional Genie team and our dealers should feel proud of what we have accomplished in the region, as well as energized by the opportunities to further enhance Genie customer experience and value through future solutions shared this week,” said Will Westley, VP, Sales & Support, EMEA.

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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.



Photo legend: Genie® dealers from the East region and Genie Team Member



Photo legend: Authorised Dealer: Global Makina, Goscor, Maco, MBM, Medco were recognised with Special Awards