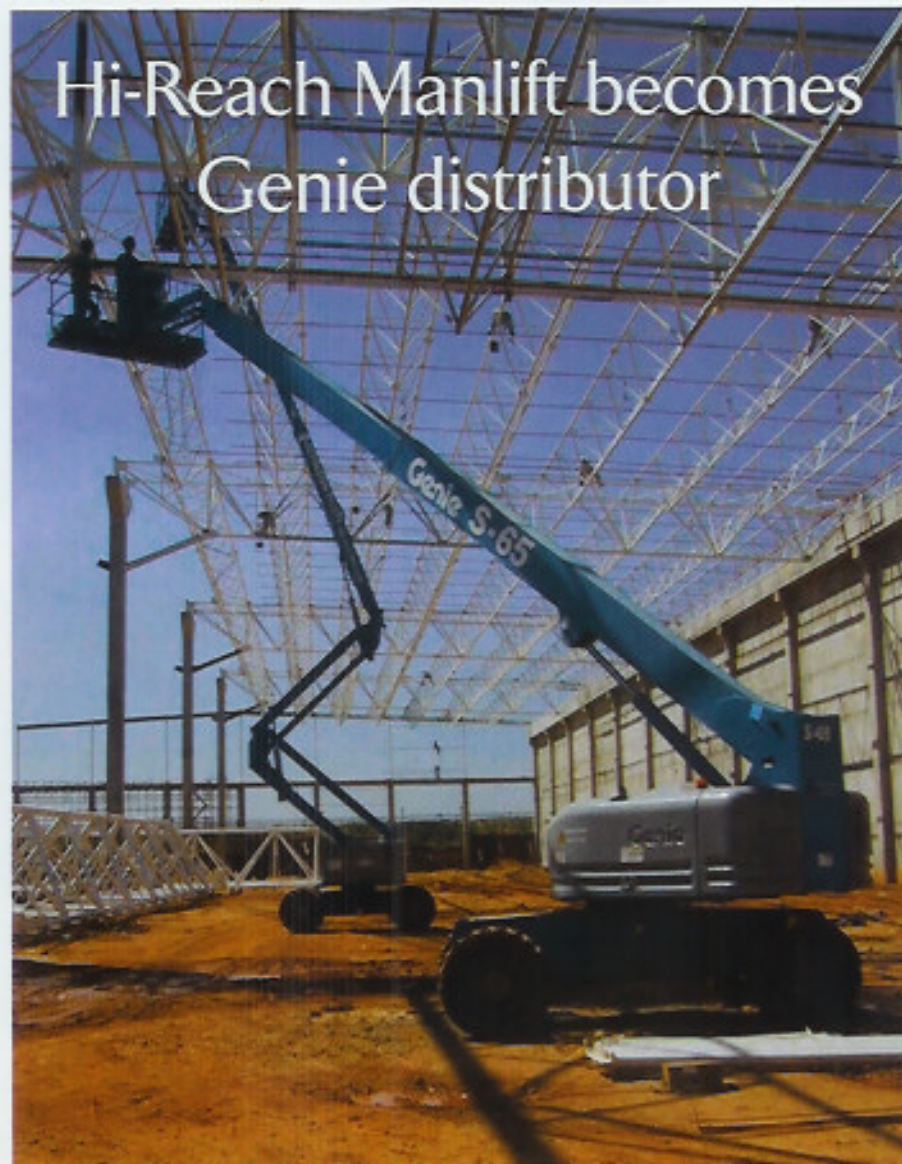


## Hi-Reach Manlift becomes Genie distributor



Genie boom lifts on a structural steel project in Longmeadow

In April 2005 the Gauteng-based Hi-Reach Manlift, became the official Genie distributor in southern Africa and the off-shore islands of Madagascar and Mauritius. This distributorship agreement was concluded and signed at the international construction show, Con-Expo in Las Vegas at the end of March 2005. Genie Industries is the largest manufacturer of aerial work platforms in the world according to the latest Access International Top 20 published in March.

Neville Bell, newly appointed sales

manager for Hi-Reach Manlift, is however not a new face in the access industry. He has been involved in sales of Genie's product lines in southern Africa for the last eight years, having initially worked for Genie Industries directly and later for Smith Capital Equipment.

Neville is highly enthused with the entrance of this new BEE company on the South African access scene. The biggest shareholding in Hi-Reach Manlift lodges with Hosken Consolidated Investments (HCI), a JSE-listed Black Empowerment company with significant shareholdings in

companies such as Tsogo Sun & Monte Casino, Tylon, Johnson Crane Hire, Golden Arrow Transport and Johnson Access, to name but a few.

Bell believes that the support of the new shareholders would allow Genie's distribution to grow in the market. A range of new machines had already been procured for stock but most of the units were grabbed up often even before he managed to clear the machines through customs. In one of these transactions, Johnson Access (the biggest access rental company in South Africa) bought a number of new boom and diesel self-propelled lifts in a transaction worth more than R6m. Other sales include units for convention centres, breweries, mines, warehouses and rental companies.

He is also very excited about some of the new products recently launched by Genie Industries. These include the new Z-135, a 43-metre working height articulated boom lift featuring a unique new X-frame design and a magnificent 6-metre-long telescopic jib (the industry norm to date has been 2-metre jibs). Also new is a rough-terrain scissor lift with oscillating axles, redesigned 12- and 17-metre trailer-mounted articulating boom lifts (the TZ-34/20 and TZ-50/50 models) as well as a range of new products following Genie's international merger with Terex. This brings to market a new line of Genie Light Towers, telescopic handlers and Stinger Trucks. He believes that the Light Towers in particular promise to be a huge hit in South Africa, with their robust construction, versatility and price competitiveness. The first batch of five units had already been sold to a mining company in Limpopo and more units are currently on order.

Hi-Reach Manlift operates from premises in Rustavia in Germiston and Bell invites all previous, current and future Genie customers to have a look at some of the new products on offer.

For further information contact Neville Bell on: (011) 828-0902 or 0823372061.