

HI-REACH MANLIFT SCOOPS GENIE DISTRIBUTOR AWARD



Reggie Griebenow, Neville Bell, Joe Pearson and Eleanor Gilmour of Hi-Reach Manlift with the Genie award

Hi-Reach Manlift (Pty) Ltd in South Africa has been given an award for being the best Genie dealer in the Latin America & Africa region by Andre Freire, Managing Director of Terex Latin America & SS Africa for 2007.

The company, headed up by George Landsberg has been in operation for only three years and is a subsidiary of Johnson Access, the biggest rental company for aerial work platforms in Southern Africa. Hi-Reach Manlift over these last three years has grown the Genie sales in the territory by more than 450% and is expecting this growth to continue.

Its sales is aimed at the whole Sub-Saharan market but South Africa as the biggest economy in Africa is obviously the biggest market for Genie's products by a substantial margin, for aerial work platforms, telescopic handlers and trailer mounted light towers.

As from the beginning of 2008, the Hi-Reach account has been managed by Brad Abrahams from the Dubai office of Genie Industries.

Picture attached: **Some of the Hi-Reach Manlift staff with the plaque received from Genie/Terex.**