 NEWS RELEASE

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**Manitowoc Cranes awards Kanoo Machinery in Saudi Arabia Elite Dealer status**

* *Kanoo Machinery, part of YBA Kanoo Group, has been awarded Elite Dealer status by Manitowoc for its Saudi Arabian operations.*
* *Kanoo Machinery is a leading player in the Gulf machinery and equipment industry with more than 15 branches across the region.*

Kanoo Machinery (Kanoo), Manitowoc’s long-standing distribution partner in the Middle East, has been awarded the prestigious Manitowoc Cranes Elite Dealer status for its Saudi Arabian operations. Kanoo Machinery’s Saudi Arabian location is one of only four dealerships to receive this designation in the Middle East. The Elite Dealer award recognizes dealers that excel in their parts and services standards, raising those standards at an international level.

Many factors contributed to Kanoo winning the award, in particular the company’s technical support team and crane sales team. Having worked closely with Manitowoc over the past two years, Kanoo has developed a structured training program to improve the skills and knowledge of its engineers. As a result, the company now has two master technicians that have been trained by Manitowoc to the highest level. The company hopes to have two additional engineers certified to this level by the end of 2016.

“Winning Elite Dealer status is a great recognition for the hard work that the Kanoo Machinery team has put in,” said Brian O’Sullivan, executive general manager at Kanoo Machinery. “The entire organization has made tremendous efforts to deliver exceptional field service, and to improve after-sales support and market reach. This award not only demonstrates the strength of our company and its customer service, but also underlines the successful partnership we enjoy with Manitowoc Cranes.”

Kanoo was evaluated on a number of criteria relating to various levels of staff training, service facilities, technical proficiency and stock availability. The ultimate benefit of winning the award is that customers are assured that Kanoo Machinery is committed to providing them with the latest Grove products, combined with exceptional after-sales services.

“Awarding Kanoo’s Saudi Arabian operations Elite Dealer status was an easy decision for Manitowoc, given the company’s efforts to elevate the technical level of its aftersales engineers and technicians over the past year,” explains Yannick Richaud, Manitowoc’s Middle East Crane Care director. “It has both a first-class facility and team that has worked hard to achieve the various criteria for the award. We are confident that Kanoo will continue to drive and maintain these high standards.”

Waleed Raouf, Manitowoc’s regional sales manager for the Middle East, agreed and also noted the importance of a strong after-sales operation to overall market success.

“It’s no coincidence that in Saudi Arabia, Kanoo is one of the leading suppliers of mobile cranes and also has one of the country’s most advanced customer support programs,” he said. “The strength of the sales operation is always linked to the investment in the customer support set up. At Manitowoc, the strength of our distribution network – and the service capacity of that network – is something that differentiates us from others.”

Established in 1890, Bahrain-based YBA Kanoo is one of the largest, family-owned companies in the Middle East, with a wide network of offices and operations spread across the region. The machinery division of YBA Kanoo has been selling and supporting the Grove mobile crane range in Saudi Arabia, United Arab Emirates and Bahrain for almost 50 years, providing equipment to some of the Middle East’s largest companies.

In addition to Grove mobile cranes, Kanoo Machinery represents many leading international brands that cater to diverse industry segments, including lifting, material handling, construction and power generation.

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ABOUT THE MANITOWOC COMPANY, INC.

Founded in 1902, The Manitowoc Company, Inc. is a leading global manufacturer of cranes and lift solutions with manufacturing, distribution, and service facilities in 20 countries.  Manitowoc is recognized as one of the premier innovators and providers of crawler cranes, tower cranes, and mobile cranes for the heavy construction industry, which are complemented by a slate of industry-leading aftermarket product support services.  In 2015, Manitowoc’s revenues totaled $1.9 billion, with over half of these revenues generated outside the United States.

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