 NEWS RELEASE

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**YBA Kanoo host Grove open day in Saudi Arabia**

* YBA Kanoo held Grove open day in Saudi Arabia in collaboration with Manitowoc
* The company showcased almost the entire range of Grove Rough Terrain cranes
* Manitowoc reinforces its position in the Middle East

YBA Kanoo, Manitowoc’s long-standing distribution partner in Saudi Arabia, recently showcased almost the entire range of Grove Rough Terrain cranes during a spectacular open-day event in Dammam, the capital of the Eastern Province of Saudi Arabia. The open day, saw Manitowoc reinforce its commitment to the Middle East region and highlight its strategic focus for innovative new products.

Over 70 customers attended the event as well as senior representatives from Manitowoc. The open day was the first time Kanoo presented almost the entire Grove Rough Terrain crane range at an event in the Middle East. Models on show included: the RT530E-2, RT 540E, RT550E, RT650E, RT765E-2, RT770E and a RT890E.

“Manitowoc is in a privileged position in the Middle East with a well-established support network and products that are well-suited to the demanding industries in the region,” said Waleed Raouf, Manitowoc’s regional sales manager for the Middle East. “The Middle East has held huge potential for cranes over the past decade and we are seeing this trend continue. We believe that it’s now more important than ever to reinforce our position throughout the region. As we continue to introduce new products and develop even better services and machines, we are excited to see what opportunities lie ahead.”

At the event, the crane operators were invited to participate in hands-on field testing to assess the performance and durability of the new cranes. This was followed by a presentation highlighting Manitowoc’s focus on innovation and velocity and a presentation on the entire Grove range with particular focus on the RT550E, RT770E and one of its newest models, the GRT8100. The grand finale of the event comprised of a laser show in tandem with crane demonstrations.

Ajit Nair, general manager for crane business in the Arabian Gulf at Kanoo, said the open day was a great opportunity to remind customers of his company’s presence throughout the Middle East. “The Grove open day provided an excellent chance for us to present Manitowoc’s new innovations,” he says. “The event was even more exciting due to the fact that it gave customers a taste of what Manitowoc plans to unveil in the coming months. Additionally, because Saudi Arabia has one of the largest oil and gas reserves in the world, we wanted to demonstrate our ongoing support to our customers within these industries, as well as emphasize our dedication in helping them find cranes that are best suited to their requirements.”

The event was a huge success in terms of customer feedback. The attendees particularly enjoyed learning about the new features that are available on Grove cranes as well as the unique style of demonstrations and presentations that took place throughout the event.

Established in 1890, YBA Kanoo is one of the largest independent 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. Kanoo Machinery is a leading equipment solution provider in the Middle East and represents many leading international brands catering 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 49 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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