

Hyster and Kanoo – a 57 year partnership

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Senior representatives from Hyster recently visited Yusuf Bin Ahmed Kanoo Group, the exclusive Hyster® dealer for Bahrain, Kingdom of Saudi Arabia and the United Arab Emirates, marking 57 years of partnership.

The senior management teams from both organisations met in Bahrain to discuss future plans for providing tough trucks to materials handling and port operations in the United Arab Emirates.

“Hyster and YBA Kanoo Group have benefitted from a strong partnership for more than half a century,” says Harry Sands, Managing Director – EMEA, for Hyster-Yale Group. “We are committed to continuing to work together, with shared values of understanding customer requirements, and acting as a trusted advisor to provide the right solutions.”

Established for more than 125 years, covering the UAE, Oman, Bahrain and Saudi Arabia, YBA Kanoo Group started as a trading and shipping enterprise. It later successfully branched into construction and materials handling equipment supply, becoming part of the global network of trusted Hyster® distribution partners. Hyster® is one of the leading global brands of materials handling equipment, offering over 140 models of counterbalance, warehouse and container handling trucks.

YBA Kanoo Group has been recognised for its quality of service, achieving the Sheikh Khalifa Excellence Award and the Dubai Quality Award. With a target of providing 100 per cent uptime for customers, quality service is delivered by a team of more than 100 trained and qualified staff across YBA Kanoo Group’s branches. With high parts availability, mobile service technicians, and fully fitted service vehicles, YBA Kanoo Group provides support for Hyster® trucks anywhere in the Gulf, minimising downtime.

Hyster and YBA Kanoo Group collaborated earlier in 2017 on the launch of the new Hyster® RS45 ReachStacker, designed to meet the needs of growing markets. YBA Kanoo Group revealed the new truck, which is available exclusively to customers with Stage IIIA/Tier3 emissions regulations, to its customers at a special event at the Meydan Racecourse in Dubai.

Source: MOLOKINI MARKETING LTD