

## H.A.B. in Turkey

### German-Turkish Partnership – HAB on international paths



Andreas Becker & Serkan Acar

It's official. HAB has expanded its international list of clients by investing in a German-Turkish cooperation. Rent & Rise, a division of ACA Group ACARLAR MAKİNE, is one of the largest rental companies on the Turkish market. During the official visit last week, not only did we hand-over a new machine to Serkan Acar, we have also agreed on a partnership. Additionally, Serkan Acar the owner of Rent & Rise will support the distribution of HAB machines on the Turkish market. According to general manager Andreas Becker, the new cooperation has already paid off.

“By now, we already delivered six machines to Turkish companies. For example our S 142-12 E2W or S 225-12 E4WDS. Turkey is currently one of the most rising markets. The economy is booming, especially the building sector. As a result, people invest on into building sector. There is a wide range of projects: From private accommodations up to grand industrial sites and commercial building. For us, this is a great chance and we see a lot of potential for our company”.

#### *About H.A.B.*

*H.A.B. is a German manufacturer and has specialized in the field of lifting technology, particularly in scissor lifts, telescopic boom lifts and special machines. The company was founded in 2004 of Andreas Becker, who has more than 20 years experience in AWP-Business. Since starting business H.A.B. have developed 40 different types of Areal Working Platforms. H.A.B. is represented in many countries through a worldwide sales and marketing network. Furthermore the family-run business provides original spare parts for all types of working platforms and a worldwide technical support. Since 2010 Ascendant Access is representing H.A.B. on the UK-market. [www.hab-hubarbeitsbuehnen.de](http://www.hab-hubarbeitsbuehnen.de)*

#### Contact:

Andreas Becker  
Geschäftsleitung  
+49 (0) 7253 940 123  
+49 (0) 1755 251 063  
[andreas.becker@hab-hubarbeitsbuehnen.de](mailto:andreas.becker@hab-hubarbeitsbuehnen.de)

Frank Thierer  
Vertrieb  
+49 (0) 7253 940 1-0  
+49 (0) 1716 900 791  
[frank.thierer@hab-hubarbeitsbuehnen.de](mailto:frank.thierer@hab-hubarbeitsbuehnen.de)

Tatjana Becker  
Marketing  
+49 (0) 1633 790 777  
[tatjana.becker@hab-hubarbeitsbuehnen.de](mailto:tatjana.becker@hab-hubarbeitsbuehnen.de)