

JOHNSON

ARABIA
25 Years

NOVEMBER 3, 2024

November

Winter Edition

Top Choice

Johnson Arabia remains the top choice for equipment rental even after so many years

Down Memory Lane

see some of our iconic projects from the past



Feature
PLUS

MISSION NOT
IMPOSSIBLE

JOHNSON ARABIA
PIONEERS ZERO-
EMISSION
TECHNOLOGY WITH
NIFTY LIFT BOOM
LIFTS



2024

Directors Message

As we celebrate Johnson Arabia's 25th anniversary, I am filled with immense pride and gratitude for the incredible journey we've embarked on since 1999. From our humble beginnings, Johnson Arabia has grown into a trusted name in equipment rental across the Middle East, known for our commitment to safety, reliability, and customer satisfaction.

Over the past quarter century, we've worked tirelessly to establish ourselves as industry leaders, expanding our fleet and capabilities while ensuring the highest standards in the industry. None of this would have been possible without the dedication and hard work of our employees, who have been the backbone of our success, or without the trust of our loyal clients and partners who have been with us every step of the way. We are committed to growing stronger and more resilient as we navigate the changes the rental industry.

As we celebrate this special occasion, I want to thank everyone who has played a role in Johnson Arabia's success - our employees, customers, partners, and community. Here's to 25 years of achievements, and to many more years of growth, success, and shared prosperity.

Thank you for being part of our journey.



Mr. Martin Kirby,
M.D. Johnson Arabia



Memory Lane

Take a trip down memory lane with us to see some of our **ICONIC** projects over the years



2002
Dubai concert prep
Dubai



2003
Kanoo office signage lift
Dubai



2004
Dubai Airport
Dubai



2004
Dubai Creek Strider event
Deira



2006
Shk Zayed Mosque
Abu Dhabi



2006
Dubai Metro
Dubai



2008
Downtown Construction
Dubai



2011
Flare Boom Installation
Dubai



2010
Chiller lift
Dubai Hayat Regency



2012
Maintenance
Dubai Marina



2013
Chiller lift
Downtown



2017
Construction
Science Park

Mission NOT Impossible: Blast from the past

Mission Impossible: Ghost Protocol (2011) X Johnson Arabia



One of the most iconic scenes from *Mission Impossible: Ghost Protocol* (2011) took place on the world's tallest building, the Burj Khalifa in Dubai. This adrenaline pumping sequence, featuring Tom Cruise himself scaling the exterior of the skyscraper, required meticulous planning, equipment, and support to pull off. Johnson Arabia played a pivotal role in enabling the success of this high-stakes stunt by providing crucial crane support and technical lifting expertise.

The action-packed stunt involved Tom Cruise's character, Ethan Hunt, performing daring moves while suspended mid-air on the Burj Khalifa. To make this scene a reality, heavy filming equipment, including cameras, rigging gear, and support systems, had to be positioned with precision. Johnson Arabia, a leading provider of cranes and aerial work platforms, was tasked with supplying the necessary cranes to lift and position this equipment during the shoot.

Johnson Arabia's involvement was vital not only for the execution of the stunt but also in ensuring the safety of the crew and the success of the action sequence. Specialized cranes, such as telescopic boom cranes, were used to hoist and position equipment in otherwise inaccessible areas of the recreation of the Burj Khalifa. The coordination and expertise provided by Johnson Arabia allowed the filmmakers to capture the thrilling footage from unique vantage points, elevating the intensity of the scene.

The photographs captured during the filming show the incredible precision and teamwork required to orchestrate such a sequence. One of the images displays the Johnson Arabia crane in action, lifting gear and facilitating access to the high-rise glass exterior of the Burj Khalifa. Another image shows the safety rigging for Tom Cruise as he performed his famous wall-running stunt, with Johnson Arabia's equipment clearly in use behind the scenes.

This partnership between the *Mission Impossible* production team and Johnson Arabia stands as a testament to the company's capability to handle large-scale, high-profile projects, while ensuring that everything ran smoothly and safely during the shoot.

The film went on to become a major success, and this particular scene remains one of the most talked-about and celebrated action moments in cinema history. Johnson Arabia's contributions to this momentous occasion made it possible for the movie to feature such daring feats, showcasing the versatility and reliability of their equipment in the face of extreme challenges.

Sales team Bowling Night



Johnson Arabia Pioneers Zero-Emission Technology with Nifty lift Boom Lifts



For the first time in the GCC, Johnson Arabia acquired hydrogen fuel cell-powered Niftylift boom lifts. By providing zero-emission operation without requiring grid access, this groundbreaking technology reduces the downtime associated with charging electric machines, making electric machines more feasible for construction and infrastructure applications.

Following a successful demonstration, Johnson Arabia expanded its fleet by adding 19 fully electric units. Currently operating on a prominent construction site in the UAE, this innovative initiative demonstrates Johnson Arabia's commitment to sustainable construction practices.



800-LIFTING

INVITATION

DECEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01	02	03	04	05	06	07

Join us as we celebrate
Johnson Arabia's 25th Anniversary
A special milestone honoring 25 years of
excellence, teamwork, and partnerships.

Date: Thursday 5th December, 2024

Time: 12:00 PM to 4:00 PM

Lunch: 12:30 pm onwards

Machinery Demos: 1:00 PM onwards

Location: Johnson Arabia,

Dubai Industrial City

We look forward to celebrating with you!

**JOHNSON
ARABIA
25 Years**



Johnsonarabia.com