

## **Sodimas teams up with Saudi Atlas to bring French Technology in elevator manufacturing into the Kingdom**

*Collaboration aims to combine Saudi authenticity and French deep-rooted expertise in elevator manufacturing industry*

**Dubai, United Arab Emirates - June 27, 2021:** [Sodimas Lifts](#), a leading independent French manufacturer of elevators and escalators, has teamed up with Saudi Atlas Elevators to meet the growing demand for elevators and elevator equipment in the Saudi market in view of a plethora of mega development and tourism projects under construction in the Kingdom in line with the Saudi Vision 2030.

The Sodimas-Atlas partnership is a fruition of their long-term collaboration that aims to combine Saudi authenticity and French craftsmanship in the delivery of high-quality products and uniquely designed elevators, components and escalators using cutting-edge technology in compliance with the highest European standards and specifications.

The partnership is in tandem with the huge boom taking place in Saudi Arabia where several ground-breaking urban development projects are currently underway to achieve the goals of the Vision 2030, which was launched by Crown Prince Mohammad Bin Salman, Deputy Prime Minister and Minister of Defence.

Commenting on the partnership with Atlas, Karim Fnides, Export Sales Area Manager at Sodimas, said: "We are excited to solidify our presence in the Saudi market, which has been witnessing a tremendous growth due to the large-scale projects under construction across the Kingdom. This will increase demand for our products, including elevator equipment, components and escalators that we will provide through our Saudi partner Atlas."

He highlighted the Kingdom's openness and its business-friendly environment, which encourages foreign companies to invest there. "We are now more interested in the Saudi market than ever. This is a great opportunity for us to benefit from this investment friendly landscape for foreign business," Karim added.

"As a leading manufacturer of elevators with over 40 years of experience, we are committed to bringing the French technology expertise, sophistication and know-how into the Kingdom through our partnership with Atlas," Karim added.

Sodimas is best known for its distinctively designed stylish products that perfectly meet the expectations of its clients who seek to use its sophisticated products in high-rise commercial buildings, prestigious edifices, hotels, shopping centers and among other structures.

Muhsen Al Ziyadi, General Director of Atlas Elevators, said: "We are delighted to solidify our collaboration with Sodimas through our partnership based on the mutual trust that we built over years since our first partnership in 2016. This partnership will help us in achieving our ambitious plan to make the most of the current market boom in the Kingdom, capitalizing on Sodimas's expertise, high-quality products, design elegance, excellence and rapid response within three months only, that is unmatched by other industry brands beyond France."

By leveraging Sodimas's technology experience, Al Otaibi said: "We aim to provide quality maintenance services and elevator -related products to meet the growing demand for the installation and maintenance of elevators, hydraulic elevators and escalators, through a team of more than 350 employees" Al Otaibi added.

He noted that the Saudi Civil Defense, which is the authorized authority that gives permits to elevator companies, depends on Atlas factories and Sodimas products. "This is a testament of the quality of Sodimas products."

Atlas has 13 branches across the Gulf Region and prides itself on having the Middle East's largest showroom of Atlas elevators in Riyadh and another one in Dammam in the Eastern Province.

"We now have a factory in Madinah and another one in Riyadh and are planning to partner with Sodimas to set up a joint venture that will see the construction of a new factory over an area of 100,000 square metres, Al Ziyadi added.

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#### **Notes to editors:**

**Sodimas** is a leading French manufacturer of elevators. With over 40 years of experience in the elevator industry, Sodimas offers a full range of products, including elevators, escalators, and components that reflect the French craftsmanship, elegance and quality.

Based in the French commune Pont-de-l'Isère, Sodimas is a family-owned business and is known as the leading independent French manufacturer of elevators and components. Sodimas is also a manufacturer of elevator components, it also supplies elevator parts and fixtures to other elevator companies for modernization.

The company was founded in 1975 by Serge Arnoult and is now run by his son Patrice Arnoult since 2007. It has two branches in France, one in Paris and another one in Nice. The company also has five overseas branches in Belgium, Portugal, Ivory Coast, Senegal and Russia .

**Atlas Elevators** is a Saudi company specialising in the supply, installation and maintenance of high-quality elevators, hydraulic elevators and escalators in compliance with European standards. It was first founded in 2000 in Kuwait.

In 2010, Atlas opened its first branch in the Kingdom of Saudi Arabia. In a short period of time, the company was able to expand its presence in the Saudi market. Atlas has cooperated with the Civil Defence and the Ministry of Labour as well as other government agencies.