

Al-Bahar introduces an exclusive range of SEM Machines in the Gulf Region



AFFORDABILITY WITH EXTENDED WARRANTY

With Every SEM Machine **GET FREE**

EXTENDED WARRANTY **OPERATOR TRAINING**

MOTOR GRADER 921 SOIL COMPACTOR 512 WHEEL LOADER 655 D TRACK TYPE TRACTOR 822

KNOW MORE

SEM
A Caterpillar Brand

Dubai, Mar 24, 2020 ([Issuewire.com](https://www.issuewire.com)) - Mohammed Abdulrahman Al-Bahar, one of the GCC region's largest distributors in the heavy equipment market, has announced the launch of a wide range of SEM Machines including wheel loaders, motor graders, track-type tractors and soil compactors. SEM is a brand owned by Caterpillar®.

Al-Bahar has obtained the sole distribution rights for SEM products in the UAE as well as Qatar, Bahrain, Kuwait, and Oman. Al-Bahar is the only dealer in the region where you can get original SEM equipment and genuine spare parts.

SEM – A Background

SEM is a Chinese manufacturer of heavy equipment that operates as a wholly-owned subsidiary of the Caterpillar (Cat®) of USA. SEM branded heavy earth moving equipment are known for their affordability, reliability, and simplicity. The machines are easy to operate, maintain, and enjoy a robust support system.

Caterpillar Inc. is one of the largest heavy equipment manufacturing companies in the world. With more than 100 facilities across the globe, Caterpillar builds capable machines with advanced technology and sells its products to more than 200 countries worldwide. In 2008, Caterpillar acquired SEM and in 2014, the company became Caterpillar (Qingzhou) Ltd.

Founded in 1937 Al-Bahar remains the exclusive dealer in UAE, Kuwait, Qatar, Bahrain and Oman for Cat® products since 1959. In a bid to serve the value-oriented customers who are focused on initial price than on total cost of ownership, Al-Bahar has differentiated their product portfolio, by including SEM machines. The objective is to give quality products at affordable prices.

SEM Product Range

Al-Bahar would be offering SEM Wheel Loaders, Motor Graders, Dozers and Soil Compactors. The following models are available as of January 2020. More models to be added eventually.

- [SEM Wheel Loaders](#): SEM 636D and SEM 655D
- [SEM Motor Graders](#): SEM 919 and SEM 921
- [SEM Bulldozers or Track Type Tractors](#): SEM 816 LGP and SEM 822
- [SEM Soil Compactors](#): SEM 512

All machines come with a manufacturer warranty. Al Bahar's wide range of service centres will ensure timely proactive maintenance and routine service so to reduce the hassles of ownership while one focuses on their business. In addition to the new machines, Al-Bahar also offers USED equipment as well as RENTAL services for SEM Machines.

Al-Bahar remains committed to offering quality products at affordable prices to its clients across the region. For more information on SEM heavy equipment in the region, please visit www.albahar-sem.com

Promotional Offer – Limited Time

Al-Bahar has introduced an exclusive promotional offer for new SEM Machines for a limited time of period. Customers can avail of Free Equipment Protection and Operator training, on the purchase of new SEM Machines. Models covered in the offer include 655D, 512, 921 & 822. For more information on the offer, visit - <Link to offer page>

About Al-Bahar

For more than 80 years, Mohamed Abdulrahman Al-Bahar has proved to be one of the most trusted equipment trading companies in the Middle Eastern region. As the authorized dealer of Cat® products, Al-Bahar offers an extensive range of new, rental and used products covering construction, power generation, and materials handling equipment. Al-Bahar provides comprehensive support solutions comprising Cat® Connect technology solutions, parts, and services across a myriad of industries. Headquartered in Sharjah, UAE, Al-Bahar holds the strength of 2800 employees, spread across all its functional branches. For more information on SEM heavy equipment, visit **www.albahar-sem.com** or contact us at **sem.info@albahar.com**



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