



ALPHA

WE ARE **ALPHA**

Alpha is a heavy equipment rental company based in Dammam. We serve construction, operation and maintenance, and civil works projects across the Eastern Province, and we are expanding into the Kingdom's major cities. Every unit leaves our yard with safety systems installed, inspection documented, and a certified operator in the cab, so the machine is ready to work from its first hour.

VISION

To be the most trusted name in heavy equipment rental: modern, safe and diverse machines, backed by a deep understanding of what each client needs.

MISSION

To power construction, infrastructure and industry toward their operational goals with integrated rental solutions built on safety, quality and readiness.

VALUES

Safety first

Every machine ready, every person protected, every delivery on time.

Client success

Partnerships built on fast answers and solutions that serve the project.

Quality & professionalism

Fleet, maintenance and operation held to rigorous, AI-supported standards.

Why **ALPHA** ?

Safety before operation

Alert and monitoring systems are installed before the machine reaches you. Your site's safety record starts in our yard.

Full transparency

Engine hours, location and condition sit in a log both sides can check, so invoices leave no room for guesswork.

Rapid field response

A mobile maintenance unit reaches your site when anything fails, because downtime counts against your schedule first.

One contract. Everything ready.

Every rental contract includes four steps, with no hidden fees and no coordination burden on your side.

01 Define your need

Send the equipment type, rental period and project location by WhatsApp or phone. Our team replies with a clear quotation.

02 We prepare the unit

The machine is inspected, fitted with its safety systems, and assigned a certified operator who knows your site.

03 Delivery on site

The unit arrives on your project schedule, inspected and fueled, with its operator ready, and starts working from the hour it lands on site.

04 Support through the contract

Fleet monitoring, scheduled maintenance and field support run to the end of the term, with reports available throughout.

The Fleet

From excavation to compaction, every unit carries its safety systems and rents with a certified operator.



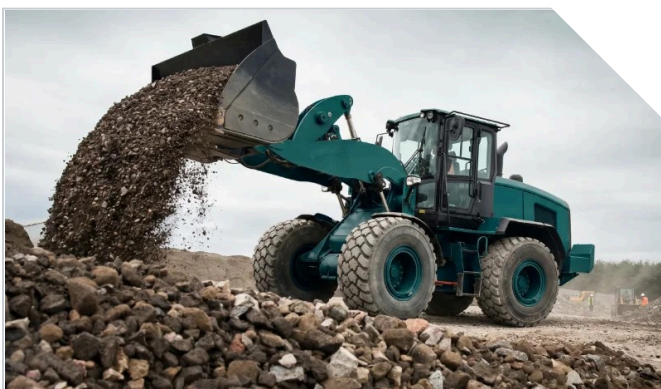
Crawler Excavator

Attachments: rock breaker, bucket to size



Backhoe Loader

Attachments: auger, rock breaker



Wheel Loader

Attachments: fork



Telehandler

Attachments: bucket and fork



Roller Compactor

Capacity: 12 ton



Skid Steer Loader

Attachments: auger, cleaning brush

Safety is a system installed on the machine, not a clause in the contract.



Proximity alert systems

The site team is warned before a machine gets too close to people or to other equipment, so contact is prevented rather than reported.



Live fleet monitoring

Location, engine hours and unit condition are recorded as they happen, in a log both sides can check for follow-up and invoicing.



Pre-operation inspection

Every unit is checked before it leaves our yard and before each shift on site. No working hour starts on a machine that is not ready.



Full HSE compliance

Our operating and inspection procedures match the occupational health and safety requirements that apply on work sites across the Kingdom.

Industries we serve

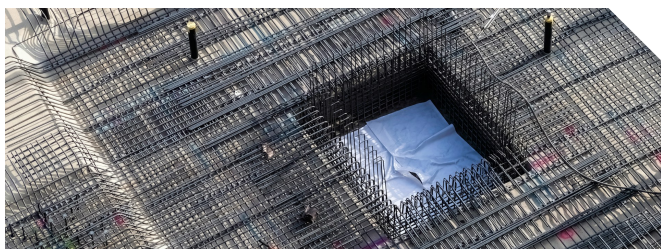
Our machines work today on sites that range from energy fields to infrastructure projects, held to the same standard in every sector.



Oil and gas



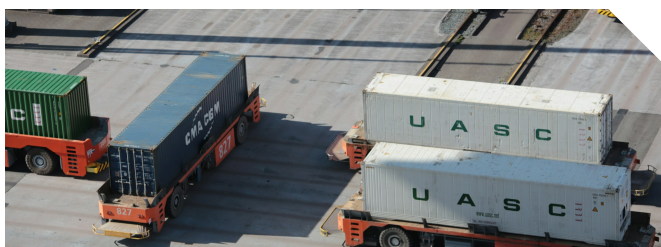
Construction



Infrastructure



Mining



Logistics



Industrial



Agriculture



Demolition

Whatever the sector, the machine arrives with the same fit-out: installed safety systems, documented inspection, and a certified operator.

Partners who trust our fleet

Local and international contractors who chose to work with us, and came back for the projects that followed.





We work where your project works

Send the equipment type, rental period and project location, and our team replies with a clear quotation.

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