



BELL

Bell Equipment Company



strong reliable machines strong reliable support

Our Commitment

- At Bell we have learnt that by valuing the contribution of every one of our people, we have all been able to grow. That everyone in the team can and does make a difference.
- Our customers will receive quality in everything we do. This commitment to our customers distinguishes Bell excellence. It is a continuous process of achieving improvements which results in an equitable attainment of customers, suppliers, shareholders and employee expectations.
- All our activities are conducted in a spirit of fairness, honesty and integrity. Bell products fulfil haulage and materials handling needs across many industries. We design and manufacture products to fulfil the needs of our customers not markets.
- Through listening we are able to produce innovative equipment that matches our customers' needs. We will continue to expand our international distribution. We are proud of our heritage and will provide opportunities for all our people in a safe and healthy environment worldwide.



GW Bell
Group Chief Executive



Built on a strong family heritage

Founded in 1954 as a family-run engineering and machinery repair shop, Bell Equipment has grown into a world leader in the off-highway truck and hauler business and is recognized globally as an Articulated Dump Truck (ADT) specialist.

Additionally, in Africa, Bell is the brand of choice for a wide range of mining, construction, road building, material handling, forestry and agricultural equipment.

Whatever the industry, Bell machinery is built to endure in harsh conditions while providing an exceptional return.

Wherever in the world our machines operate they are also backed by a dedicated world-class network of customer support from finance and service to spare parts and logistics.

Our team of more than 3 000 people worldwide continue to be inspired by the course set by company founder, Irvine Bell, to put integrity first, to embrace innovation and thereby better our customer's experience as well as to live a culture of care for others, especially our customers.



1954 Founder Irvine Bell establishes the company. A self-loading sugarcane trailer is among his early inventions.



1964 Bell introduces the world's first heavy-duty Africa haulage tractor.



1984 Applying the Hauler's strong, simple design philosophy, Bell enters the Wheeled Loader market.



1989 Launch of the B40 Articulated Dump Truck, targeting heavy duty mining applications.



1998 World's largest Articulated Dump Truck, the Bell B50D, is unveiled.



2001 Global Logistics Centre commissioned in Jet Park, Johannesburg.



2002 Bell establishes beachhead in Russian market.



1964 Irvine Bell invents the revolutionary Tri-Wheeled loading machine.



1977 From the new production facility in Richards Bay, South Africa, the first Articulated Truck enters service.



1989 Bell C-series ADT and Wheeled Loader range launched.



2001 Launch of the D-series Articulated Trucks sets a new standard of excellence.



2003 Truck assembly operations commence in Europe.



2008 E-series Small Truck released to the market.

2013 Production of the B60D Truck commences.





Built Africa tough for the world

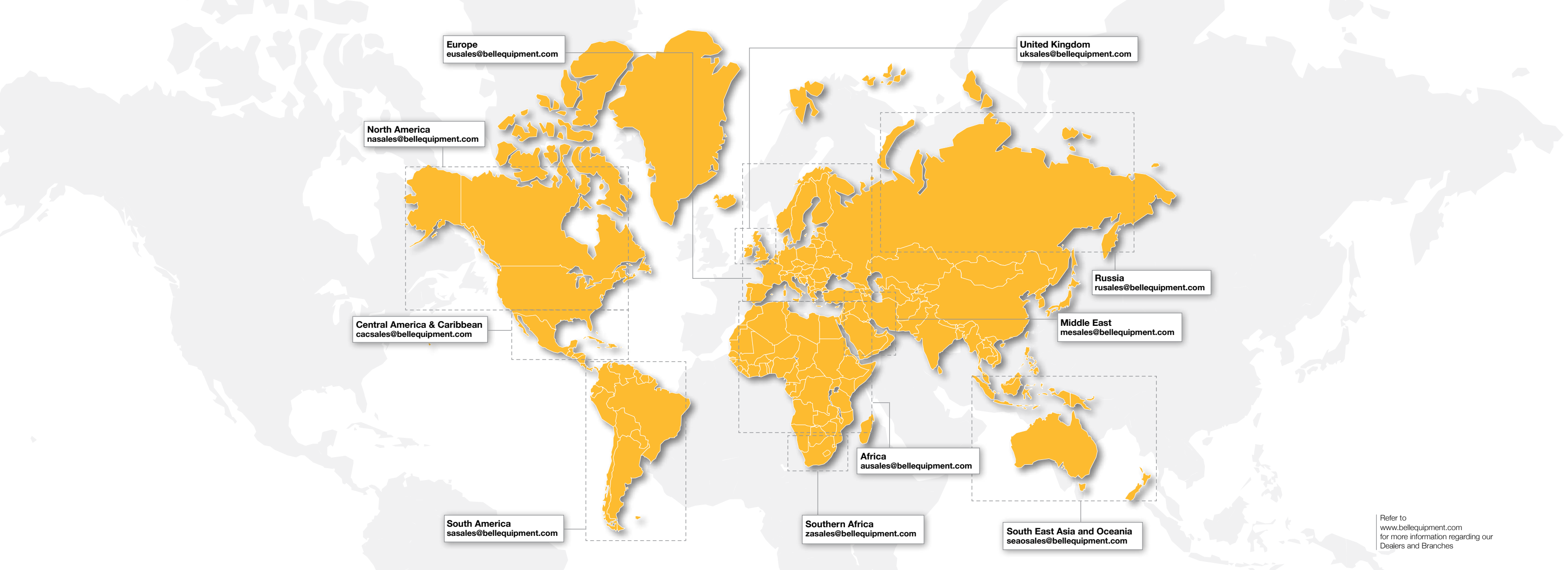
With a capacity of 5 000 machines a year, Bell Equipment's principal manufacturing plant in Richards Bay, South Africa supplies Africa and Asia with a full range of Trucks, Haulers, Loaders, Tractors, Backhoes and Custom Equipment. The Bell ADT, our core product, is globally renowned.

In Southern Africa, Bell also holds strategic dealerships for equipment manufactured by key global manufacturing leaders and is well positioned to meet Africa's heavy equipment needs.

Assembled German precision for you

Bell Equipment's assembly plant in Kindel, Germany is dedicated to supplying Articulated Dump Trucks to the northern hemisphere, providing Europe and North America with a fast reaction time to customized truck solutions.

Our European facility has a capacity of 1 000 units and creates opportunity for flexibility in production, improved logistics and increased responsiveness to the customer.



Strong Reliable Machines

Bell Equipment is proud to call Africa home and has leveraged our African heritage for the benefit of our customers across the world.

Our heritage has enabled us to take the heavy demands of local conditions as well as our customer's priorities to build machinery that can go the distance in hostile environments; machinery that is also fuel efficient, economical to run and supported by a strong, reliable support network.

Strong Reliable Support

Wherever Bell machines go to work, there is a Bell support team close at hand. Our team of Articulated Truck experts is strategically located throughout our network of Bell outlets to support our Strategic Partners and Dealers. You can count on dealing with local Bell people wherever work takes you.

Global Logistics Centre (GLC)

Bell Equipment's Gauteng hub, located on the doorstep of Africa's largest airport, houses the company's worldwide parts support along with a machine and component reman facility.



European Logistics Centre (ELC)

Bell Equipment's European Logistics Centre is the central European parts hub offering world class customer service and support.





Count on our people to make the difference

Caring for our customers is a way of life for Bell people. Applying basic family values to our business, like valuing everyone's contribution, creates a strong team spirit. It's a spirit that's focused on satisfying the customer. Every team member appreciates that while they individually may not serve customers directly, it takes everyone's best effort to win the business. It's a core value from our mission statement that customers receive quality and excellence in everything we do. Bottom line - you can count on Bell people to go the extra mile for your business.

How can we better meet your needs?

The search for answers begins with listening to customer feedback, understanding the issues and then innovating solutions, in a constant cycle of improvement. So while innovation is a key ingredient in most solutions, inspiration can come from diverse sources. For instance, our engineers keep a close eye on developments in all allied industries. By selecting and applying leading technology Bell has kept our equipment performance on the cutting edge. Likewise service delivery improvement ideas often come from looking beyond the machinery business. 'Out the box' thinking helps us find better ways to serve you.



Tough hauls? Put the off-highway hauler specialists to work

The Bell Articulated Dump Truck was born and bred in the unforgiving African mining environment where high temperatures at altitude and arduous terrain present arguably some of the toughest jobsites on Earth. Such challenging jobsites have dictated Bell Trucks be designed to perform on the hardest of hauls. From the wet and muddy underfoot conditions of the United Kingdom to freezing blizzards in Eastern Europe, Bell Articulated Dump Trucks have what it takes to thrive in extreme conditions.

Production focused, 24-hour demanding mining jobs and a limited pool of technical skills dictate that maintaining and operating a Bell is as simple as humanly possible. At the same time we've put modern requirements, like the onboard computer and communication network, to good use to maximize the operator-friendliness of a Bell Truck and innovate significant safety features. An automated park brake system that deploys when the engine stops or neutral is selected and a slope detection capability that matches truck behavior to the grade to help prevent tipping on uneven ground are just a few of the many ways we have harnessed complexity to simplify operating a Bell machine.

From our entry level models, the B18 and B20, which have been engineered to meet Africa's need for a super tough truck able to withstand appallingly bad roads and cope with off-road conditions, to the world's only production 50 tonner, the Bell ADT range is not only the most extensive on the world market but also the most cost effective. The B60 marries the benefits of traditional mining rigs with the advantages of articulated trucks and promises to deliver more for less.

The pursuit of high performance has led to partnerships with world leaders in motion technology; seeking out the best in engine and drivetrain technology is key to the competitive edge of the Bell Truck range.





Artic Haulers - The world's absolute ultimate 4x4s

For light agricultural work there are plenty of farm tractors but for really heavy-duty jobs you need a Bell 4x4 Artic Hauler. Sharing all of the attributes that make Bell Articulated Dump Trucks the leaders, Artic Haulers are in a class of their own: purpose built investments for pulling the heaviest loads. Be it on construction sites with large scraper pans, deep rippers and heavy disc ploughs, or pulling massive land trains or bottom dump carriers, Bell Artics are an enduring solution when taking on the tough jobs.



Versatruck

The Bell Application Equipment division designs and manufactures specialized attachments and customizes standard product to suit customers' specific requirements.

From water or fuel tanker versions of the Artic Truck range to low profile models, the custom division is ready to assist you with fitting your application with a custom solution.



The Bell team is here to serve you

Our legacy is built on solid relationships with all stakeholders, but particularly with our customers. We work hard to earn a reputation for high quality products, reliable support and integrity in everything we do and this is how we make a difference. These ideals are reflected in our claim to provide 'Strong Reliable Machines - Strong Reliable Support', indicating that we focus on fulfilling all aspects of our customers' equipment needs over the long term with exceptional service and support. We intend to continue to earn that reputation and protect the value of the Bell brand through our commitment to provide quality products, services and superior value to our family of customers.

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All dimensions are shown in millimeters, unless otherwise stated between brackets.
Under our policy of continuous improvement, we reserve the right to change specifications and design without prior notice. Photographs featured in this brochure may include optional equipment.

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Strong Reliable Support**

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