



BELL

Bell Equipment Company

strong reliable machines strong reliable support



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 home to South Africa's proudest products.

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

Machinery built to endure in harsh conditions while providing an exceptional return, backed by a dedicated network of



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

1954



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

1977



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

1984

Irvine Bell invents the revolutionary Tri-Wheeled loading machine.

1964

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

1982

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

1989





customer centres providing total support from finance and service to spare parts and logistics, is what customers have come to expect of Bell Equipment.

Our team of more than 2000 people worldwide continue to be inspired by the course company founder Irvine Bell has set. To put integrity first in all we do. To embrace innovation and thereby better our customer's experience and to live a culture of care for others, especially our customers.



Bell C-series ADT and Wheeled Loader range launched.



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



Global logistics centre commissioned in Jet Park, Johannesburg.

1998

2001

2002

2003

2008

2011

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

Truck assembly operations commence in Europe.

Bell establishes Beachhead in Russian Market.





Built in Africa for the World

Bell Equipment's principal manufacturing plant is located in Richards Bay, South Africa. With a capacity of 5000 machines a year the South African plant supplies Africa and Asia a full range of Trucks, Haulers, Loaders, Tractors, Backhoes and Custom Equipment.

According to World Bank forecasts Southern African economies will see aggregated annual growth rates of some 7% for the next ten years. Bell is well positioned to meet Africa's heavy equipment needs.



Real broad based economic empowerment that's helping uplift Africa

Designing and manufacturing a large part of our range in Africa supports a chain of activity that adds massive value in our economy. From the steel we use, mined and refined here, to the thousands of decent jobs in our factory and our suppliers factories and across Africa in our service and support centres.

More than anything else jobs are what Africa needs. Supporting Bell Equipment means your equipment spend is an investment that goes to work building Africa's economy enabling the African century.



Proudly Africa's own first choice

Like our local customers Bell Equipment is proud to call Africa home. We understand the heavy demands of local conditions as well as our customer's priorities.

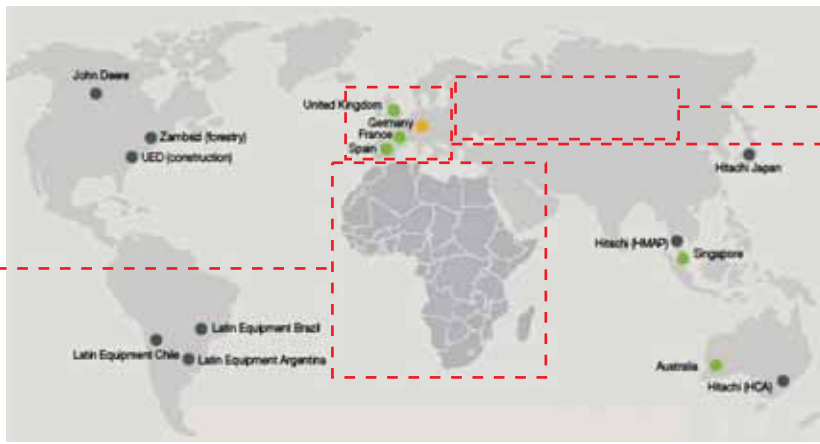
The need for machinery built to go the distance in hostile environments while being fuel efficient and cheap to run with back-up from a strong reliable support network.

Bell has leveraged our African heritage for the benefit of our customers here and abroad.

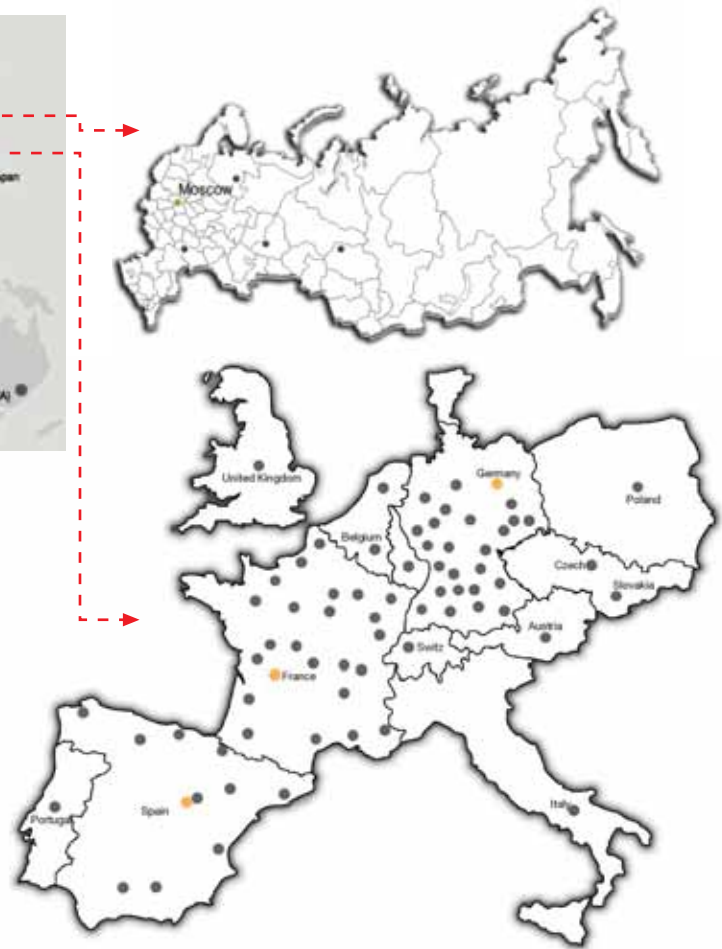
Global Logistics Centre and Africa Hub

Bell Equipment's Gauteng Hub is located on the doorstep of Africa's largest airport. Worldwide parts support along with a machine and component reman facility are housed here.





- Administrative Head Office
- Bell Branches
- Bell Major Dealers



The benefit of being local

Localisation - Making it better suited for local use is a key Bell strategy. Wherever Bell machines go to work there is a Bell support team close at hand. From our network of Bell outlets across Africa to our team of Articulated Truck experts strategically located through Europe and supported by our assembly plant in Germany, you can count on dealing with local Bell people wherever work takes you.

Made in Germany

Bell Equipment's German assembly plant, located in Kindel, provides Europe with a fast reaction time to customised truck solutions.





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 feed-back, understanding the issues 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 that helps us find better ways to serve you.





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

Born and bred in the hard African mining environment, on some of the toughest job sites on Earth, Bell artic trucks have what it takes to thrive anywhere conditions are extreme.

Here high temperatures at altitude and arduous terrain have dictated Bell Trucks be designed to perform on the hardest of hauls.

Production focused, 24 hour hard mining jobs and a limited pool of technical skills dictates maintaining and operating a Bell be as simple as humanly possible. At the same time

we've put modern requirements like the on board computer and communication network to good use to further improve a Bell machine's easy to operate nature as well as innovate key safety features. Like an automated park brake system that deploys when the engine stops or neutral is selected. A slope detection capability that matches truck behaviour to the grade and can help prevent tipping on uneven ground. 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 punishing bad roads and cope with off road conditions to the world's only mining-duty 50 tonners, the Bell Articulated truck range is not only the most extensive on Earth but also the most cost-effective. The pursuit of high performance has lead to partnerships with world leaders in motion technology. Seeking out the best in engine and drive train technology is key to the Bell truck range's competitive edge.





Wheeled Loaders - Production machines in every class.

A full range of 8 models of Wheeled Loaders from the 6-tonne L705 to a 26-tonne model provide the right match for every job. Featuring solid design and quality assembly, these machines are constructed with heavy-duty chassis and load arms well suited to high production cycles.

Unmatched stability, the smoothest ride on the jobsite, and impressive production performance; E-series Loaders deliver everything you want in production-class machines. High productivity and uptime-boosting advantages including silk-smooth smart shifting transmissions, high-torque turbocharged diesel engines, and state-of-the-art multi-function monitors.

Further supporting high production cycles is the unique Quadcool cooling package, a first in the heavy equipment industry. Quadcool packages the radiators in a box format completely sealed from the engine for more effective, all-round cooling. This system also allows for easy cleaning and maintenance of the radiators. A quick attachment range includes a full range of buckets, forklift tines and material handling booms.

L2706E



L2606E



L2106E



L1806E



L1706E



L1506E



L1204E



L1004E



L705E





Tractor Loader Backhoes built especially tough for Africa

The versatile workhorse that's always busy across just about every job site best describes the Bell TLB. Generation after generation it has proven itself in the marketplace to be a strong favourite due to its high levels of performance, durability and operator friendly features.

High bucket breakout forces, powerful hydraulics and a reliable power plant with deep lugging ability keep the Bell Tractor Loader Backhoe on top of the popularity stakes throughout the region.

914J Loader



924J Tug Tractor



315SJ



315SJ WorkPro





Tri-Wheeler solutions - Simplicity at its best.

The Tri-Wheeler handling machine was Bell Equipment's founding invention. A simple design that provides unrivalled manoeuvrability and economical operation and helped to first associate the Bell brand with strong, reliable, quality products continues today.

Tri-Wheelers are the lowest cost solutions in many rough-terrain handling applications. Whether it's the sugar cane or timber handling machines, the forklift models for industrial and agricultural applications or the all-round Versalift handler with quick changing implements, this versatile workhorse is able to offer the perfect solution for a wide range of work.

- | | | | | | | | | | | |
|---------------------------------|---------------------|----------------------|-------------------|------------------------|-----------------------|----------------|----------------|--------------------|----------------|--------------------------|
| 125A 3cyl & 4cyl
Cane Loader | 220E
Cane Loader | 220A
Tyre Handler | 220A
Versalift | 120A 2,75T
Forklift | 220A 3,5T
Forklift | 125A
Logger | 225A
Logger | 220E
Telelogger | 225E
Logger | 225A & 225HP
Debarker |
| | | | | | | | | | | |





Africa tough Hauler Tractors - A Bell original to this day.

Matching extreme hauls with a tractor built from the ground up to deal with it - not just through year three but many multiples thereof, has been a Bell specialty since 1977.

The fact that most of them are still at work, some with in excess of a hundred thousand hours on the clock means we probably over-built them. Tough for us, bonus for owners. The latest models continue to feature a solid full length steel chassis, modular built for hauling components and tough from the ground up heavy duty construction.

1716A & 1716AF



1216A & 1216AF



904A & 904AF



924 Tug Tractor





Artic Haulers - The world's absolute ultimate 4X4's

For light agricultural work there are plenty 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 – Bell Artic Haulers take on the tough jobs. On construction sites with large scraper pans, deep rippers and heavy disc ploughs. Pulling massive land trains or bottom dump carriers Bell Artics are an enduring solution.





Dozers - Uncommon control, uncompromising results.

Other dozers can't measure up to the flexibility and operating ease you get with a Bell. These J-series Dozers with dual-path hydrostatic drivetrains provide full-power turns, counter rotation, and infinitely variable track speeds.

Total Machine Control lets the operator customise machine operating characteristics and response. With optional Integrated Grade Control, your dozer arrives from the factory plug-and-play ready to add the grade-control system that's best for you.

700J



850J





Graders - Superior grading made easy.

Veteran operators everywhere are giving G-series Motor Graders high marks for their exceptional control, visibility and operating ease. Packed with numerous best-in-class productivity and uptime-boosting advantages, they're also available with traction boosting 6x6 configurations for superior productivity.



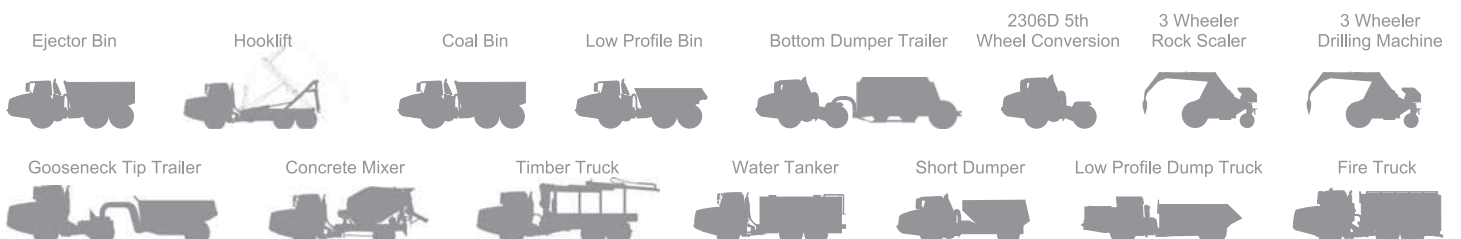




Custom Equipment

The custom equipment division is able to design and manufacture many specialised attachments or customise standard product to customers' specific requirements.

From water or fuel tankers versions of the Artic truck range to Tri-Wheel tool carriers to low profile models of just about any of the product range the custom division is ready to assist you with fitting your application with a custom solution.





Compaction and road building solutions from the leader.

Through our partnership with the Bomag company Bell provide a complete range of road-building and compaction machinery. Bomag are world leaders in this field and deliver the best in German engineering. The range includes soil, asphalt and refuse compaction machines, asphalt pavers, milling, stabilizing and recycling equipment to provide Bell customers across industries high quality, full line solutions.





Superior Excavators - A product of German engineering.

Through our partnership with Liebherr Bell provides excavators that are technological trend-setters. The machines feature both high efficiency and availability combined with an ergonomic working environment offering comfort for the operators and easy serviceability for the service crew. All of these features result in the range of excavators offering the lowest costs per ton.



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.

All dimensions are shown in millimetres, 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 Machines
Strong Reliable Support**

BELL