

Bold warranties reflect the confidence Bell has in its products

After launching its bold new warranty programme in southern Africa about a year ago - including a standard warranty of 1 year/unlimited hours on all new, standard configuration Bell Articulated Dump Trucks (ADTs), Tractor Loader Backhoes (TLBs), Haulage Tractors and Tri-Wheelers - Bell Equipment is reminding customers of the extended warranty options that are also available.

General Manager: Technical of Bell Equipment Sales Africa, Neil Kendrick, says: "With over 60 years of experience in the heavy equipment industry, Bell designs and manufactures machines that are built to last. Based on the confidence we have gained in our products and the world class tools we use in developing them, we were able to extend our warranty promise to customers.

"The standard warranty of 1 year/unlimited hours is regardless of the service meter reading - provided that all servicing and maintenance is carried out by a Bell Customer Service Centre. This has been well received by our customers. The first machines to benefit from this standard warranty are coming to the end of the period but we have an extended warranty and an extended warranty top-up that now come into play."

According to Neil the extended warranty can be purchased as long as the machine is still within the standard warranty period, and can be tailored in terms of both machine hours and years of ownership to best suit

the customer's business requirements. "We appreciate the trust that our customers place in our products and our brand. Our extended warranty shows our confidence in our products and provides customers with flexible options and peace of mind when it comes to protecting their assets.

"For example, a customer can choose a five year/3 000 hours or a two year/4 000 hours warranty. The choice is entirely theirs and the flexible calculator will allow for any options up to 12 000 hours," he adds.

Completing the warranty offering is the Bell Extended Warranty Top-Up, which allows the current warranty to be changed or extended as long as certain qualifiers are met. Qualifying criteria includes good maintenance records, a full Bell service history, a comprehensive machine condition assessment, and that the Top-Up is purchased before the existing warranty expires.

Warranties are available immediately from Bell Customer Service Centres.

"Our warranties are our way of making sure that our customers and their machines are properly supported well into a machine's life. It enables us to strengthen our strong relationship with our customers and make sure that they get maximum value from their Bell machines and their ownership experience," says Neil.

