Ushering in a new era of ADT innovation

Bell Equipment was joined by select Articulated Dump Truck (ADT) customers at the company’s Jet Park facility in Johannesburg at the end of July to celebrate the new Bell E-series ADTs.

The evening coincided with a delivery of eight E-series ADTs to West Rand Plant Hire, the first large order for Bell Equipment’s latest generation of ADT. Notably the fleet of trucks included the first B20E sold into South Africa. Proud new owners, Gert, Bennie and Willie du Randt were among the invited guests.

With a presence to rival the impressive E-series trucks on display, special guest Derek Watts of M-Net’s Carte Blanche, explored Bell Equipment’s history and achievements in a visual documentary beginning at founder Irvine Bell’s old workshop and through to the current E-series assembly line at the Bell factory in Richards Bay.

After highlighting the design and manufacturing processes employed by the Proudly South African company to ensure that it delivers world class products, the audience was amused to see footage of Derek Watts taking the new E-series through its paces on the test track at the Bell farm.

Thereafter he was joined on stage by Bell Equipment Chief Executive, Gary Bell, for a candid and often humorous discussion about the keys to the company’s success and the Bell growth path going forward, including the formation of Bell Trucks America to re-enter the USA market and the appointment of Wajax Equipment as distributor in Canada. He also emphasised the importance of the company’s strategic partnerships with John Deere, Bomag, Liebherr and Finlay to supply a full range of equipment solutions to African customers as well as future developments in terms of both facilities and products.

Gary Bell was joined at the E-series event by his brothers, Peter and Paul, and customers welcomed the opportunity to have a photograph with the three brothers to mark the occasion.

Gary Bell and Derek Watts.

Peter Neethling (DRA), Roger Dixon (SRK) and Ian Marshall (Bell Equipment).

Dirk Truter (Bell Equipment), Paul Bell (Bell Equipment) and Werner Scheepers (MCC).

Japie Moolman (JL Moolman), Llewellyn Roux (Bell Equipment), Peter Purchase (Bell Equipment).

Back left: Luc Hannan (Bell Equipment), Bruce Patterson (Bell Equipment), Ernst Putter (Transkei Quarries); front left: Vija Ramkisson (Trollope Mining) and Ravi Moodley (Umso Construction).

Mark Millar (Mashova), Kobie Prius (Zizwe), Cassie Prius (Zizwe) and Russell Conn (Bell Equipment).

Mike Dutton, Peter Bell, Derek Watts, Gary Bell, Gary Teichmann, James Tenele, Paul Bell and Adrian Garvey.

Paul Bell, Raneshan Moonasur (Humicharan Cartage), Gary Bell, Shain Radhali (Radali Transport) and Peter Bell.