



Bell Equipment Company

• CORPORATE BROCHURE •



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 customer, supplier, shareholder 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.

Built on a strong family heritage

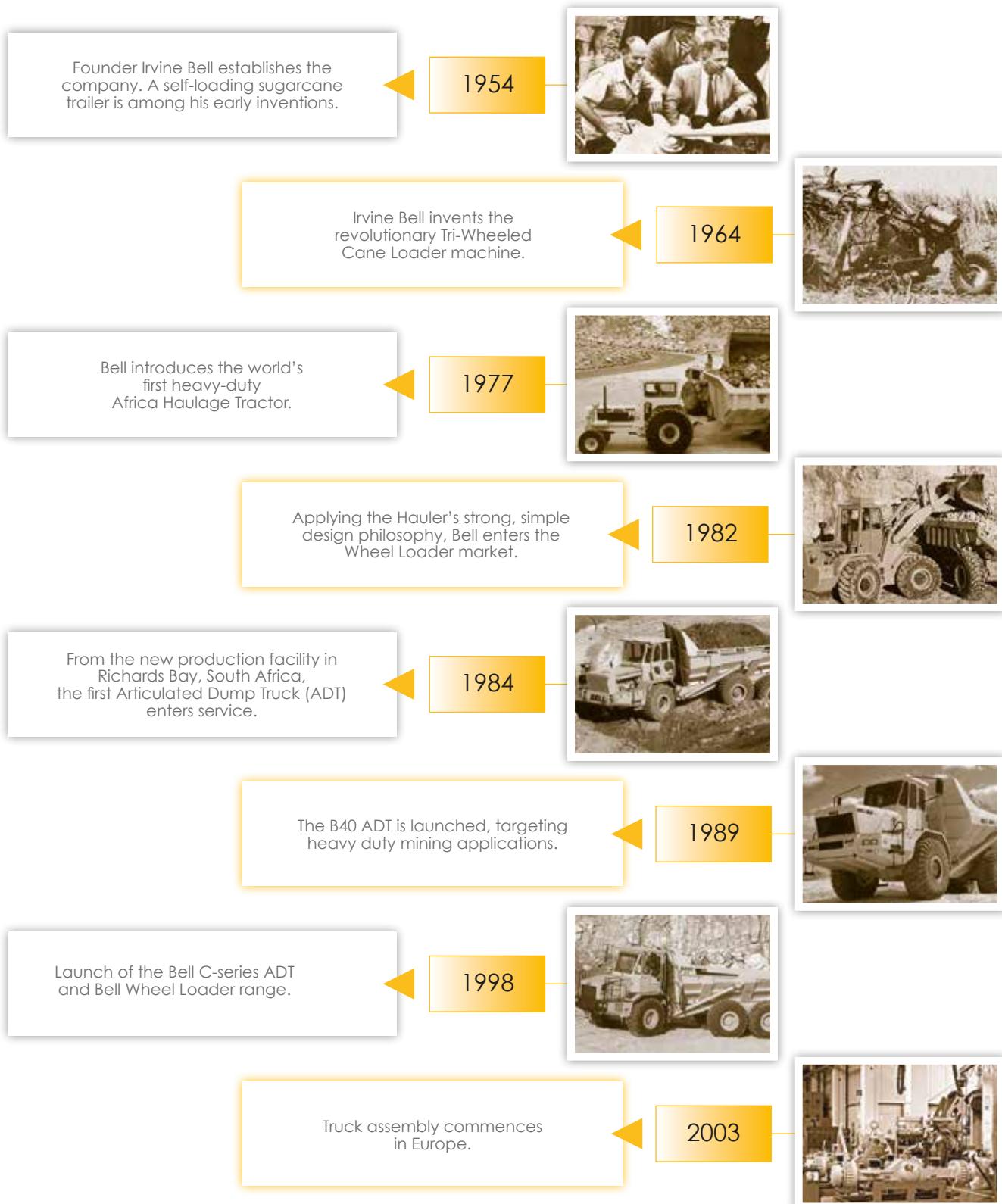
Bell Equipment, founded in 1954 as a family-run engineering and machinery repair shop, has grown into a world leader in the off-highway truck and hauler business and is home to some of South Africa's proudest products.

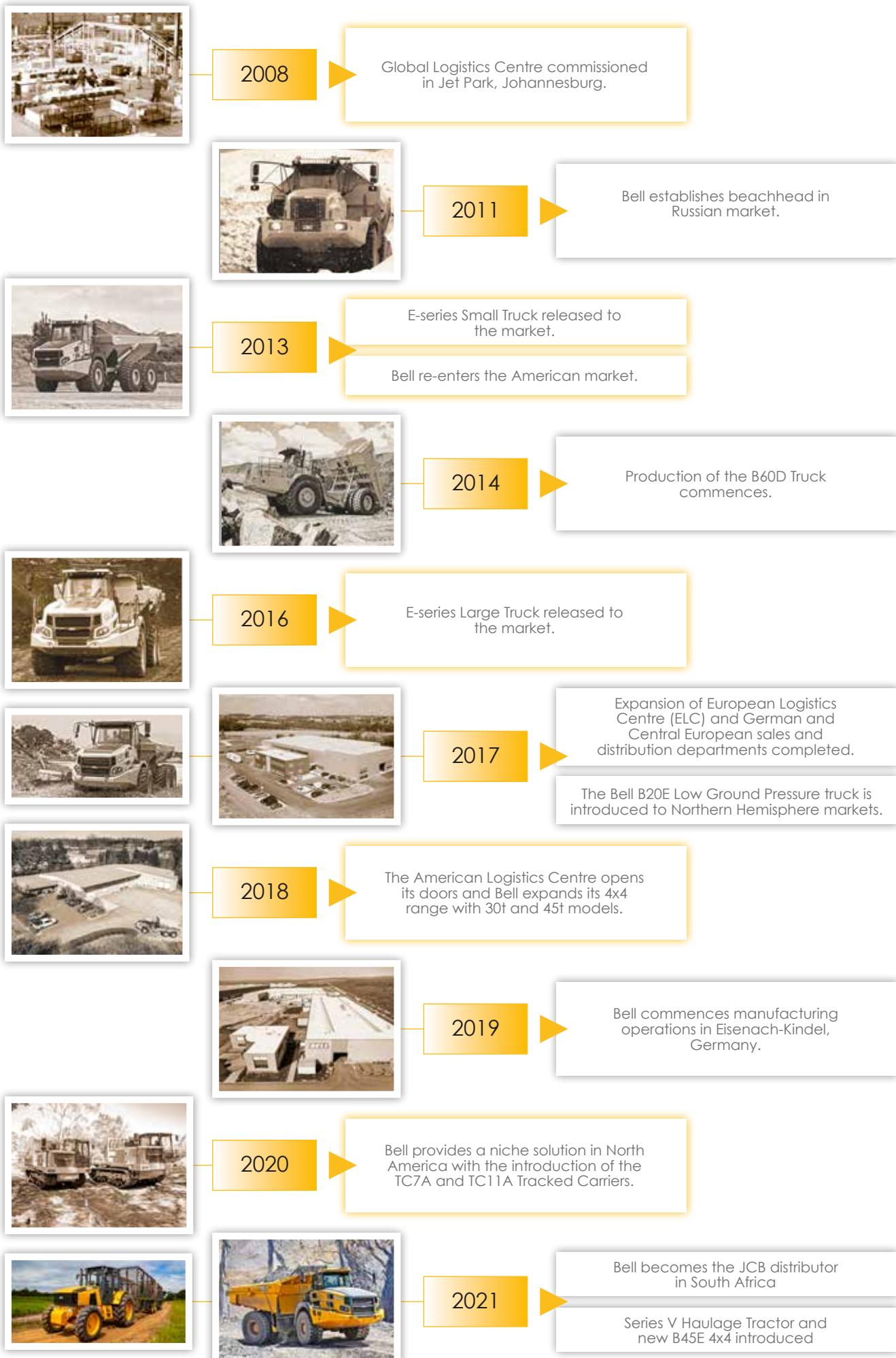
Bell is the brand of choice in Africa for a wide range of mining, construction, road building, material handling, forestry and agricultural equipment.

Designing, manufacturing and distributing heavy earthmoving machinery for over 65 years, Bell builds machinery to endure in harsh conditions while providing an exceptional return in terms of both productivity and operating cost.

Importantly, wherever in the world you may be, customers can rely on total support, from finance and service to spare parts and logistics, provided by our comprehensive and dedicated network of customer service centres and independent dealers.

Our team of more than 3 000 people worldwide continues to be inspired by the course set by our founder, Irvine Bell - to put integrity first in all we do, to embrace innovation in seeking better customer solutions and to live a culture of care for others, especially our customers.







Built in Africa for the world

With a capacity of 5 000 machines a year, Bell Equipment's principal manufacturing plant in Richards Bay, South Africa supplies a full range of Trucks, Haulers, Tractors and Custom Equipment globally.

The Bell ADT, our core product, is globally renowned.



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 to the South African economy. This starts from the steel that we use, mined and refined locally, and continues with the thousands of jobs created in our factory and Customer Service Centres across Africa as well as those in our suppliers' factories.

Around South Africa there are some 900 companies that support us and benefit from the products and services we provide - from our bankers and insurance companies to our material suppliers. The greater Bell family goes way beyond the people directly employed by Bell.

South America

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North America & Canada

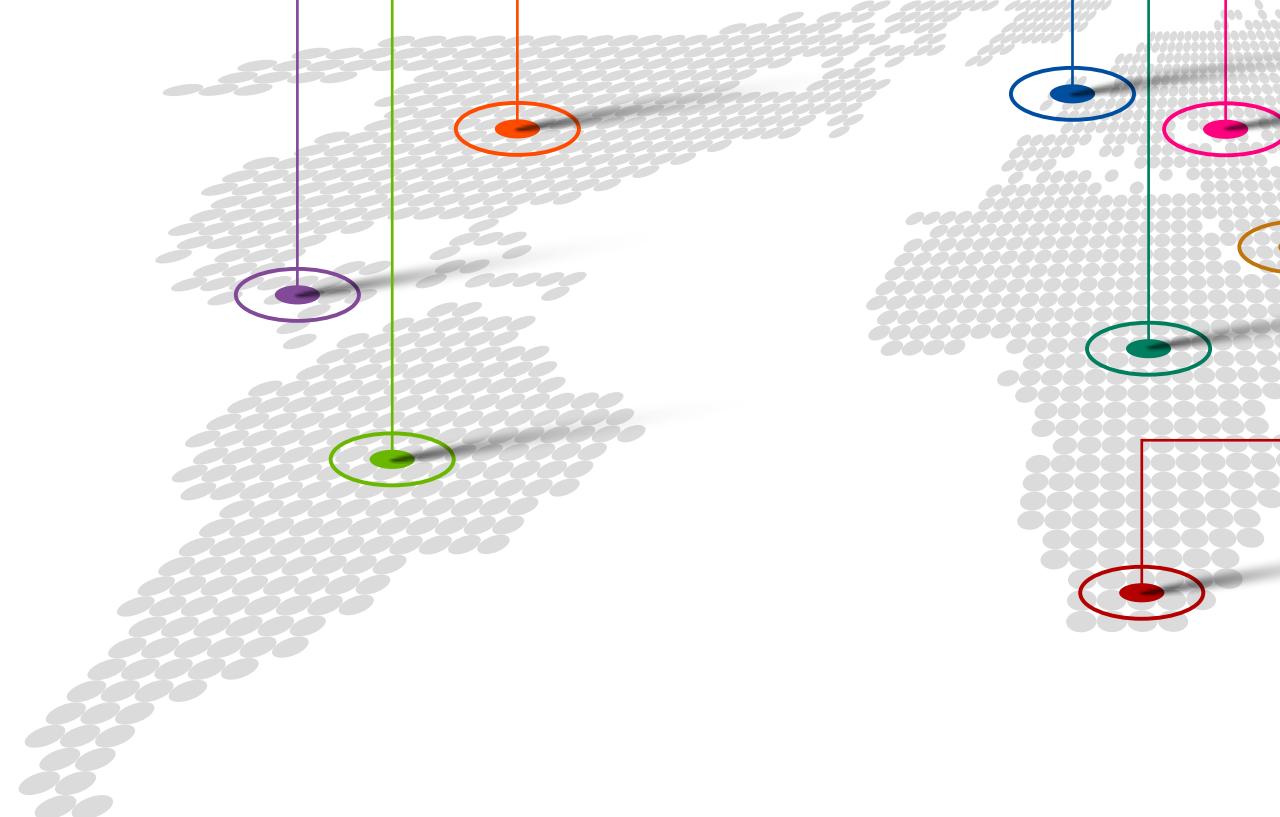
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Proudly Africa's own first choice

Bell has leveraged our proud African heritage for the benefit of our global customer base by taking the heavy demands of local conditions and our customers' priorities to build machinery that can go the distance in hostile environments. In addition to being durable, Bell machines are fuel efficient and economical to run.

Importantly, wherever Bell machines go to work, there is a Bell support team close at hand. Our strong, reliable support network includes independent dealers and Bell-owned service centres as well as a team of experts strategically located across the globe and supported by our factories in South Africa and Germany.

American Logistics Centre (ALC)

The ALC, Bell Equipment's modern logistics centre in North Carolina, provides professional parts support to North American and Canadian customers.



Europe

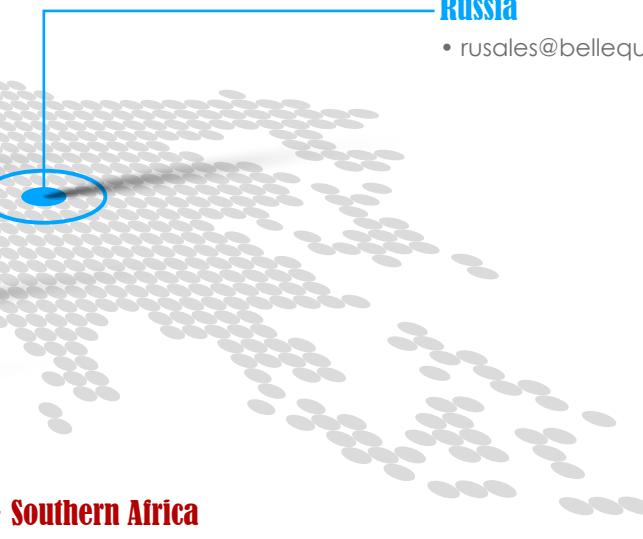
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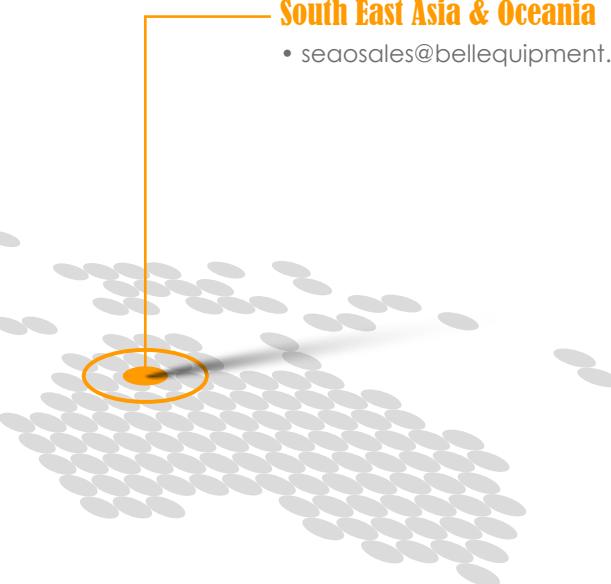


Southern Africa

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South East Asia & Oceania

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Global Logistics Centre (GLC) and Africa Hub

Well positioned in Johannesburg's industrial area, on the doorstep of Africa's largest airport, Bell Equipment's Gauteng hub provides an ideal springboard into the African region while the company's neighbouring Global Logistics Centre delivers worldwide parts support and houses a machine and component reman facility.



European Logistics Centre (ELC)

Bell Equipment's state-of-the-art 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 is 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 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-of-the-box' thinking helps us find better ways to serve you.





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

Ideally suited to construction, mining and quarrying applications, Bell ADTs marry the best in engine and drivetrain technology and have proven themselves on some of the world's most challenging jobsites, delivering lowest cost per tonne productivity, best-in-class fuel consumption and superior operator comfort.

To improve safety and productivity on job sites, the company has pioneered ground breaking technological advancements. These include Hill Hold, Bin Tip Prevention, Turbo Spin Protection, On Board Weighing and an Auto Park Brake Application, all of which are standard features. Linked to productivity, the Bell satellite fleet management system, Fleetmatic®, provides productivity, utilisation and machine condition data.

The latest E-series generation comprises the smaller B18E, B20E, B25E and B30E complemented by the larger B35E, B40E, B45E and B50E. Bell is also spearheading the 4x4 crossover concept led by the B60E, which is ideally suited to operations that experience poor underfoot conditions impassable to rigid dump trucks. Added to 4x4 offering are the B30E 4x4 and B45E 4x4 that provide those customers not requiring full 6x6 ability with cost benefits related to tyre wear and haul road maintenance by eliminating scuffing of the middle axle.





Africa tough Haulage Tractors - a Bell original to this day

Over 30 years of experience in designing and manufacturing purpose-built Haulage Tractors has enabled us to evolve this product to deliver the best features to our customers. Built from the ground up to match the extreme hauls they are expected to deal with, many of our older Haulage Tractors are still at work, some with over 100 000 hours on the clock. It means we probably over-designed them; tough for us, bonus for the owners.

The latest models continue to feature heavy duty construction with a full-length steel chassis and modular built-for-hauling components. Our Series V has a turbocharged, common rail 6,8 L diesel powerplant and a superior cooling package to meet and exceed customer expectations.

1406A & 1406AF



1736A & 1736AF





Tri-Wheeler solutions - simplicity at its best

The Tri-Wheeler handling machine was Bell Equipment's founding invention and today remains the lowest cost solution in many rough-terrain handling applications. The simple design effectively provides unrivalled manoeuvrability and economical operation, and helped to first associate the Bell brand with strong, reliable, quality products that continues today.

Whether it's the sugarcane 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.

Evolution to the current F-series has seen advancements in the critical areas of safety, ergonomics and reliability combine to improve productivity, while moving to a water-cooled engine has significantly reduced noise emission levels.

125F
Cane Loader



225F
Logger



225F
Telelogger



225F 3.5T
Forklift



225F
Versalift



220E
Rockscaler





Matriarch Agri Equipment

Matriarch Equipment, a division of Bell, was established in 2009 by the grandsons of Bell founder, Irvine Bell. It is clear that the original spirit of Bell Equipment has been preserved over the generations to produce highly innovative, relevant products for the sugar and forestry industries.

For the sugar industry, the UltECO 5 and UltECO 6 Slew Loaders provide a niche solution to harvesting operations that use the industry-leading controlled traffic method to reduce soil compaction. The CanePro successfully upsizes the concept of a tri-wheeled machine to provide an economical, high production unit suited to larger estates.

Cane Pro



UltECO5
Slew Loader



UltECO6
Slew Loader





Matriarch Forestry Equipment

Matriarch forestry equipment is purpose-built for forestry operations that require a simpler system with low capital outlay, and ultimately, lower cost per tonne. Every product is the result of customer input, wise guidance and youthful energy.

The Matriarch Skogger timber extraction and loading machine can be fitted with a felling head and winch for greater versatility. Working in tandem with the FASTfell felling and bunching machine, growers and contractors benefit from a well-balanced mechanised system that is economical and simple to run.

Like it's agricultural counterpart, the LogPro is a new-age tri-wheeler that has been designed with enhanced safety, operator ergonomics and productivity in mind. Completing the offering is a range of robust grapples to provide a solution for all applications.

LogPro



FASTfell



Skogger





Premium Excavators - Japanese innovation and durability

Bell Equipment distributes and supports a premium range of Japanese excavators in the southern African region through an exclusive agreement with global excavator specialist, Kobelco Construction Machinery Co. Ltd, a division of Kobe Steel. As a leader in excavator innovation, the Kobelco value proposition philosophy is pursuing the enhancement of performance capacity and improved cost efficiency with due care for the environment. With this in mind, all Kobelco Excavators are designed with hydraulic efficiency, providing lowest fuel efficiency with class leading breakout force.

Fitted with premium hydraulic components and Toyota Hino engines, the Kobelco Excavator range has a simple and maintenance friendly design while providing best-in-class operator comfort. In addition, Bell Equipment provides professional conversions of Kobelco Excavators for the agriculture and forestry industries through its Matriarch division.





Motor Graders - superior grading made easy

Veteran grader operators everywhere give our G-series Motor Graders top marks for their exceptional control, visibility and operating ease. The controls of our Bell Graders provide a smooth, predictable response and plenty of power whether the application calls for heavy blading or fine grading.

Packed with numerous best-in-class productivity and uptime-boosting advantages, they are also available with traction enhancing 6x6 configurations for superior productivity.





JCB - globally acclaimed construction equipment

Recognised as one of the top three manufacturers of construction equipment globally, JCB is highly regarded for its product innovation, quality components, straightforward serviceability and machine build. The brand is synonymous with Backhoe Loaders and seven models of this versatile workhorse are available locally along with JCB Wheel Loaders ranging from 5t to 24t. All are highly productive compact machines with optimal power-to-weight ratios and impressive loading shovels.

Other construction equipment includes a range of Excavators 30-ton and below, JCB Rollers for soil and asphalt compaction, Telescopic Handlers, Skid Steer Loaders and Rough Terrain Forklifts to provide solutions for all material handling applications.

As the South African distributor of JCB construction equipment, Bell Equipment strives to provide the ultimate combination of premium products and a great distribution and support network.

Wheel Loader



Telehandler



Skidsteer



Rough Terrain Forklift



Excavator



Compaction Equipment



Backhoe Loader





Finlay - crushing, screening and recycling experts

The Finlay range of mobile crushing, screening and conveyor equipment provides Bell with a quality acclaimed range of mobile material processing equipment for the construction, mining and recycling industries. The crusher range of cone, impact and jaw crushers are robust crushing plants proven in our harsh surface mining applications. The comprehensive range of screeners, which include scalping, horizontal and inclined screens, are complemented by two conveyor options, designed to provide customers with high quality material with continuous up time, site efficiency and operational cost reduction as a priority.

Conveyor



Jaw Crusher



Cone Crusher



Impact Crusher



Incline Screener



Heavy Duty Screener



Horizontal Screener





Articulated Haulers - the world's absolute ultimate 4x4

For light agricultural haulage applications there are plenty of farm tractors, but for really heavy duty jobs you need a Bell 4x4 Artic Hauler. These purpose-built investments are designed to pull the heaviest loads and tackle the toughest agricultural and construction jobs, from pulling large scraper pans, deep rippers and heavy-duty disc ploughs to hauling massive land-trains and bottom dump carriers.

Simply put, these machines are in a class of their own. Sharing the same attributes that make Bell ADTs market leaders, they are an enduring solution.

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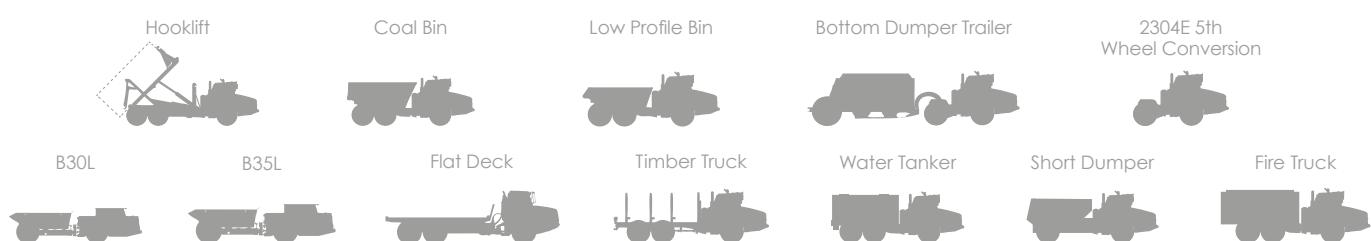




Filling a niche with Custom Equipment

The Bell Application Equipment division is skilled and experienced in designing and manufacturing specialised attachments and customising standard products 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 especially 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.

Photographs featured in this brochure may include optional equipment.

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Strong Reliable Support**

BELL