

Successful BAUMA 2013 for Bell Equipment

New products, new markets

"Bauma 2013 was a fantastic experience for Bell; it was the biggest Bauma we have attended as well as the largest international exhibition Bell has produced. With a record 530 000 visitors from more than 200 countries, including a huge international contingent, we believe the show was very worthwhile for our business," says Bell Equipment Chief Executive Officer, Gary Bell.

"We were well positioned with a sizeable display in Hall B4, indicating that we are moving up the ranks in terms of European equipment suppliers, and enjoyed a high volume of foot traffic throughout the show," continued Bell, who was joined at Bauma by a team of more than 70 Bell representatives from all continents.

Attracting the interest of visitors was the company's new E-series Articulated Dump Truck (ADT), the proven D-series range and the VersaTruck programme - a broad range of products confirming the company's reputation as a true international ADT specialist in all variations of ADT trucks.

Right products

Bell Equipment's focus was largely on the new E-series, which was officially introduced to the market at Bauma



The Bell E-series Articulated Dump Truck was the star of the show with numerous value-added customer enhancements ensuring that the new range is the best choice for lowest operating costs, maximum productivity and best possible up-time. The Blu@advantage™ emission system as well as the unrivalled built-in safety features continue to lead the industry.

2013 with a Bell B30E (240 kW; 28,0 t) on the company's indoor stand and a B25E (210 kW; 24,0 t) at the open air presentation of Nagel, one of the company's German dealers.

Says Bell: "We had a large engineering contingent at the show to benchmark our E-series product against the rest of the major role players. This, together with the overwhelming response from visitors to our stand, has left us confident that the investment we have made in the engineering of this latest generation of trucks will keep us at the forefront of ADT innovation by offering customers unrivalled value in terms of performance, fuel efficiency and the operator experience."

The company's proven D-series range of ADTs was represented in Munich by the flagship B50D, which remains the world's only production 50-tonner. "With a strong heritage, the D-series still offers true value to customers, setting its own 'Blu@vantage™' standards in terms of fuel consumption and return on investment," comments Bell.

Meanwhile, in line with general market trends, Bell said the company sees more demand from the mining and quarrying sectors. "The construction segments in traditionally strong ADT markets are hesitant to invest in new equipment, which results in low overall sales especially in the smaller truck classes. Mining and quarrying segments are buoyant and we're performing well in these industries with dedicated products including the B50D and productivity boosting services such as our satellite fleet management tool, Fleetm@tic, as well as our full-coverage after-sales programme, Bell Assure."

New markets ahead

In Munich Bell Equipment also announced the establishment of Bell Trucks America (BTA) in Houston, Texas, as part of its strategy to re-enter the Americas with the Bell brand following ten years of supplying product to these markets under another brand. BTA is a joint venture by Bell and major investors that will serve as Bell Equipment's American headquarters, responsible for setting up a comprehensive network of regional dealers and service partners across this territory. This important decision regarding the manufacturer's global market coverage follows the co-operation agreement with the nationwide Canadian dealer, Wajax, the first ADTs for which have already left the Bell factory in Eisenach, Germany.

In the Americas Bell will start by introducing the larger D-series trucks, which will see the "heavyweights",

the B45D and B50D, available in the North American markets for the first time. The full Bell range, with the new E-series small trucks will be available from the beginning of 2014. All Bell Equipment activities in North America will be monitored through its own company Bell Equipment North America (BENA). This includes the exclusive supply of Tier 4i-compliant trucks and parts from the Bell facilities in Germany, namely the Eisenach production facility and the European Logistics Centre in Alsfeld. "We're extremely focused on this development, as this will generate important sales through all the truck classes, as well as secure our European production and parts activities in the long term," explains Bell.



One of Bell Equipment's German dealers, Nagel, had the Bell B25E on show at their stand in the outdoor exhibition area at Bauma.



Gary Bell (CEO: Bell Equipment), Mitch Nevins (CEO: Bell Trucks America) and Neville Paynter (MD: Bell Equipment North America) created excitement among American visitors to Bauma 2013, by announcing the formation of Bell Trucks America to lead the return of the Bell brand to the United States.

Bell Equipment will also intensify its South American business through co-operating with strong partners and being active in several Latin and South American markets. The supply and support of respective units will be managed by Bell Equipment International Operations (BEIO).



Bell Equipment's flagship, the B50D Articulated Dump Truck, creates an imposing figure as the world's largest production ADT, setting standards in productivity on large construction sites and mining operations across the globe.



Bell Equipment CEO, Gary Bell is well satisfied with the company's achievements at Bauma 2013 in terms of creating a favourable awareness of the brand, introducing its new E-series range of Articulated Dump Trucks and announcing its business plan to re-enter the American markets.