

# Bell Tractors are a sweet investment for Ethiopian sugar industry

**The Ethiopian government has embarked on a bold initiative to re-establish the country's sugar industry and bring three of its former sugar estates back into full production.** Providing the haulage workhorses to support this project is Africa's own and leading equipment manufacturer, Bell Equipment.

Seventy-two Bell 1716AF Africa Tractors, which are all 4x4 units, have recently been shipped to Ethiopia. As part of the company's commitment to service delivery, a technical team has been sent to Ethiopia to assist with the installation of the Africa Tractors.

To ensure the Bell Tractors are able to handle the high ambient temperatures in Ethiopia all the machines have been fitted with air conditioning packages and airflow around the engine has been increased. In addition long range fuel tanks have been installed increasing the fuel capacity from 170l to 250l to meet the customer's requirement that the Tractors be able to run two eight-hour shifts before needing refuelling.

According to Tim Beningfield (Marketing Manager: Sugar and Forestry): "The Ethiopian Sugar Corporation (ESC) has set a target of becoming self sufficient to meet its domestic demand of 500 000 tonnes in sugar production by the end of 2013. The Bell Tractors will assist in ensuring the transport of harvested cane to the factories. Bell has worked closely with the customer and our dealer in Ethiopia to ensure the tractors selected will do the job. We expect to be involved in future projects with ESC's ambitious plans to become one of the top ten sugar exporters in the world."

Bell Equipment Chief Executive, Gary Bell added: "These Tractors represent the start of a great partnership with the Ethiopian government and their sugar industry. Our ability to understand and meet the challenges of African conditions was instrumental in the customer's choice of supplier. Bell Equipment and our dealer in Ethiopia both understand that the product is only one part of the equation. With our parts and service we provide an exceptional total solution."

