

Bell rings in 2016 with new product developments for Europe

At Bauma 2016 Bell Equipment reconfirmed its position as the supplier of the widest range of ADTs globally and the most innovative developer of rough terrain haulage solutions with the launch of its large truck E-series model upgrades and the European introduction of its new 60-ton truck, the B60E.

The E-series Large Truck range and B60E took centre stage in Munich, Germany.

Managing Director of Bell Equipment Europe, Marc Schürmann says: "There is a great deal of awareness and excitement about our B60E. The small size rigid market presents a good opportunity for Bell. A truck concept that delivers application advantages over rigid machines with the additional benefit of improved fuel burn, flexibility and safety is just what is required to re-invigorate this market sector."

Commenting on the European market, Marc adds: "The subdued market conditions we have experienced in 2015 are expected to remain for at least the next year although there are positive signs from Spain, Ireland and Italy as they follow the UK growth trend. While we remain cautious, there are some interesting projects and we do see growth for the region in the medium term. Our German manufacturing facility and our new E-series range, which will incorporate all models from 2017, are ideally poised to capitalise on this."

Completing the Bell machine display at Bauma was a Bell B30E, representing the E-series Small Truck range, which has gained widespread market acceptance since the new generation trucks were introduced just over two years ago. According to Marc remarkable engineering and the Bell product validation and verification process are largely responsible for the text book introduction of these trucks and the continued growth in reliability, quality and performance from the D-series to the E-series."

Well known for its "Strong Reliable Machines, Strong Reliable Support", the Bell stand also featured important elements of its customer support. The Bell ADT simulator by Tenstar provides an effective tool to help Bell customers to train operators while Bell also encouraged customers to find out more about its industry leading satellite fleet management system, Fleetm@tic. Fleetm@tic brings simplicity, ease and wide ranging benefits, including exclusive production data for modern-day fleet management.



Bell Equipment had a Tenstar simulator displayed on its stand at Bauma 2016. The simulator was also on display at Bauma Conexpo Africa 2015 where the useful training tool attracted a fair amount of visitors keen to test their skills as an ADT operator.



A focal point on Bell Equipment's stand at Bauma 2016 was the Bell B60E – a pioneering concept that reaffirms Bell as one of the world leaders in articulated truck design and will see the company compete in the small rigid truck market for the first time.