

# Bell lights up Las Vegas at CONEXPO 2017

**Widespread optimism, heavy foot traffic and the professional execution of a world-class Bell stand were key contributors to the all-round success that the company enjoyed at CONEXPO 2017, held in March in Las Vegas, USA.**

President of Bell Equipment North America (BENA), Neville Paynter, said: “The whole Bell stand was a very professional presentation of our Articulated Dump Truck business, and certainly established our objectives in displaying our capability as the specialists in ADT design, manufacture and distribution of ADTs. We received many comments and acknowledgements from visitors and our dealers on the fabulous presentation at the stand, which left no doubt in their minds about our presence and commitment to being the world’s number one ADT.”

The B60E and B45E were displayed for the first time in the Americas and generated huge interest from customers and dealers alike. “The unit on display was sold by our dealer, Orion Equipment, to Kerr Construction, who has bought the first two B60Es in the USA. Kerr has agreed to allow Orion to demo the unit to another customer in Washington State who also showed great interest in the truck.”

Stemming from the show demonstrations of the B60E are also planned for at least five customers in Georgia and Canada over the next few months.

Although Bell isn’t focused on selling machines at trade shows, several North American dealers concluded orders at the show. “Some of these had certainly been worked on for a few weeks or months prior to CONEXPO but final discussions at the show helped to make these happen,” says Neville, who confirmed that orders for a total of about 70 trucks were received from 11 dealers.

Furthermore, Bell Trucks America, Bell Equipment’s distributor in North America, will be ordering a large batch B20E Low Ground Pressure trucks for delivering in the second half of 2017, believing that there is good potential for these truck gauging by discussions with dealers and customers at the show.

“It was exciting to see Bell dealers visit the booth and, in most cases, bring their customers with them. Bell dealers and customers from all over the world, including Australia, New Zealand, Russia, Middle East, Latin America, Alaska, United Kingdom, Europe, Africa, South America and Scandinavia, were hosted at the Bell stand and at a dealer and customer evening,” said Neville.



The dealer and customer evening was dedicated to the launch of Bell Equipment Capital, Bell Equipment's new finance partnership with leading global financial solutions partner, DLL, and was a major highlight of the show. "This was one of the best international events that I have attended," said Neville. "We had over 215 dealers and customers from around the world join us for a wine tasting evening at the Rio Hotel's Wine Cellar. This was a huge achievement in good quality attendance, particularly when you consider all the other events the show and Vegas has to offer."

The signing of the Global Vendor Programme Agreement between Bell and DLL on the stand the previous day was another highlight and marks a huge step for Bell providing a professional and enhanced approach for the company globally on truck finance going forward.

Importantly discussions were also held with ten new potential dealers in the USA as part of Bell Equipment North America's focus to develop new territories. "These meetings were positive for us and at least three new dealers should come on board in the coming months," adds Neville.

He concludes: "CONEXPO 2017 created an opportunity for everyone to see what the Bell team can do and it was fantastic to see strong teamwork between the various Bell regions and our partners, which once again illustrates how we pull together for the benefit of our customers."



## Key CONEXPO 2017 statistics

- Total attendance for the week neared 128 000.
- Almost 26 000 international attendees from 150 countries accounted for nearly 20% of overall attendance.
- Almost half the attendees were in executive positions at their companies and more than 60% were in a decision-making role.
- US buyer attendance increased over 16% from the 2014 show, and total buyer attendance improved by almost 8%.
- Overall contractor and producer attendance grew by 10%.

