

Bell adds its support to Durban's Top Gear Festival

While Top Gear presenters – Jeremy Clarkson, Richard Hammond, James May and The Stig – drove audiences wild inside Durban's Moses Mabida Stadium on 16 and 17 June at the Top Gear Festival, outside Bell Equipment took visitors on an off-road adventure as the sponsor of a specially designed 4x4 course.

Chief Executive Gary Bell explained the company's reasons supporting the event as a major sponsor: "As a KwaZulu-Natal based company we were excited to give our backing to the Top Gear Festival because it is a huge event on the KwaZulu-Natal calendar and a large number of our employees and customers are motoring enthusiasts. Since we are involved in the manufacture of off-road trucks, it seemed natural that we sponsor the 4x4 course, and it created an opportunity to display a

few of our ADTs to create brand awareness and show the South African public the calibre of products that are manufactured on their doorstep."

He added: "The Formula 1 racing cars that roared around the street circuit may have been fast and flashy but the imposing size and off-road capability of our ADTs provide an interesting contrast and drew their fair share of attention."

Bell Equipment's Marketing Manager, Stephen Jones said the sponsorship achieved all the company's objectives. "The 4x4 track was well supported with a seemingly never-ending queue of people wanting to test their skills on the course. Likewise our Promo Store enjoyed a continuous flow of foot traffic and we've had lots of positive feedback with many visitors, both young and old, interested in our Bell corporate gear and particularly the miniature models of our various machines. It's always amazing to see how many people are either unaware that Bell Equipment is a local company or are unaware of the machines that we manufacture here. It was overwhelming to see the public interest in our company and what we do and I think that the strong visibility of our brand at the festival helped to achieve our goals."

Bell also had a viewing platform in the bin of a B50D where we were able to entertain customers. "This was probably the closest that many of us will get to a Formula 1 racing car and was a great addition to our marketing efforts," said Jones.

