

Additional eighteen Bell B30Es for JoinPoint

JoinPoint Limited, the leading Leicester-based plant hire firm, has announced a significant purchase of 18 new Bell Equipment B30Es as it responds to customer demand for new, reliable earthmoving equipment capable of delivering both performance and fuel efficiency.

The family-run company, owned by Chairman Paul Finnegan, runs a comprehensive fleet of earth-moving equipment, specialising in high-capability excavators and articulated dump trucks.

Having established a reputation within the industry for supplying clients with the most up-to-date models, JoinPoint's fleet is regularly hired by project managers involved in the UK's more extensive construction projects, as Managing Director, David Brown, explains:

"Our customers are often involved in many of the country's major infrastructure projects. Their expectations have to be met by a modern machine taskforce of new, highly capable vehicles with the ability to deliver results, against impressive fuel consumption levels.

"That's the main reason we constantly keep our sizeable fleet stocked with recently manufactured, top-end machines."

David goes on to explain how his company's relationship with Bell Equipment has developed since it began a decade ago: "To begin with we purchased B30Ds, which served us and our customer base extremely well. Then, as

our relationship with Bell continued to evolve, so did the manufacturer's vehicle development, leading us to switch from the unswervingly reliable B30D, to the new and highly rated B30E."

JoinPoint made the transition from B30D to B30E two years ago and since then has bought several machines. The resale value of the D and E series trucks has also enabled JoinPoint to keep its fleet up-to-date with the latest E-series technology. The original 18-unit order, and these subsequent replacements, is JoinPoint's largest Bell Equipment purchase to-date and David Brown is confident the new machines will serve his clients well.

"The B30E ADT is one of Bell Equipment's most high-performance models and offers the lowest operating cost in its class, whilst still maintaining high productivity," David continues. "As well as a powerful diesel engine, it also features the Fleetm@tic® desktop management system to provide site managers with real-time operational data that can significantly improve vehicle and fuel efficiency.

"The machines are also driver friendly, with an outstanding level of comfort which adds to their operative popularity," David continues.

The 18 machines are being distributed directly to sites across the country, with plans in place to put them through their paces with immediate effect.

"It's been a pleasure to work with Bell Equipment again on this latest investment," David concludes. "We've enhanced our fleet with brand new, high performance machines which are all supported by a superb level of service from the Bell team."

Nick Learoyd, Managing Director of Bell Equipment UK responded to David's positive experience and confidence in Bell, by saying: "Investing in our client relationships and making customer service count is extremely important to us. Our relationship with JoinPoint has developed alongside the technological advancement of our machines; both of which have evolved to deliver and achieve even more."

