

The new B60E is 'star of the stand' at Hillhead



In spite of the weather Bell Equipment enjoyed one of its most successful Hillheads, making significant sales and attracting a large volume of visitors over the three day show, where the company's new industry-leading B60E was undoubtedly the star of the show.

The Staffordshire-based Articulated Dump Truck and Wheel Loader specialist chose to use Hillhead 2016 as the UK stage from which to launch the latest addition to its E-series generation of trucks. With organisers describing the show as 'the best Hillhead yet', Bell Equipment was presented with an enthusiastic audience keen to experience the ground-breaking B60E. The B60E's impressive design was inspired by Bell Equipment's original B60D concept vehicle; a machine which, back in 2013, proved itself as an impressive

improvement to the rigid earthmovers on the market at the time, and capable of moving large volumes of material in all weather conditions.

The B60E elevates the design and performance of the original B60D to the next level. Described by Bell as 'the next generation', its 4x4 full articulation steering and oscillation joint provides more off-road capability than any other conventional rigid truck and its Mercedes Benz engine offers the lowest cost per tonne on the market.

Adverse weather conditions pose no production problem or work safety issue to the B60E, with its all wheel traction, tighter turning circle and ability to negotiate steeper ramps delivering significant advantages over rigid truck competition.



“Our E-series vehicles, particularly the B60E, have been a huge show-stand hit this year, with sales of both brand new and reconditioned models being secured during the exhibition,” explains Nick Learoyd, Managing Director of Bell Equipment UK.

“Customers have demonstrated enthusiasm for, and confidence in, our machines - which with the proven legacy of our successful D-series behind them promise increased production payloads, lower operating costs, uncompromised safety and a superior operator experience within the plant environment.”

Nick goes on to explain how Bell also showcased additional models from its E-series alongside the B60E, including the B25E, B30E, B40E and B50E next generation machines.

He continues: “Despite the particularly wet weather, visitors to this year’s Hillhead were not deterred from the Bell Equipment stand which provided a terrific opportunity for us to meet with new and existing customers and create a superb platform from which to showcase these outstanding and highly capable machines.”



Bell Equipment has announced that, in spite of the weather, it enjoyed one of its most successful Hillheads, making significant sales and attracting a large volume of visitors over the three day show, where the company’s new industry-leading B60E was undoubtedly the star of the show.

The team enjoyed keen interactions with customers and visitors and were blown away by the interest shown in our products, especially our B60E Articulated Dump Truck.

