

Bell flies the flag high at bauma CONEXPO AFRICA 2018



Bell Equipment made a huge impact in March at bauma CONEXPO AFRICA in Johannesburg, the continent's largest mining and construction show, where it introduced its Dakar Rally winning Kamaz range of heavy duty tipper trucks along with a new range of mini Kobelco excavators.

Group Marketing Director, Stephen Jones, said: "We wanted to give customers a good overview of our range and we believe that our extensive selection of own our manufactured products as well as machines from our partners Deere, Bomag, Finlay, Kobelco and Kamaz left no doubt that we are a premium full line equipment supplier. We also had one of the Kamaz Dakar trucks on the stand, which was a huge drawcard for visitors, who

were able to interact with members of the Kamaz Master racing team.

"We are pleased with the outcome of the show as we enjoyed high foot traffic volumes throughout the four days and our stand was well supported by customers and key decision makers. Our Russian and Japanese-themed evenings to celebrate our latest partnerships were incredibly successful in terms of cementing our relationship with Kamaz and Kobelco and introducing these companies and their products to our customers.

"I would also like to thank the Bell team involved in the planning and execution of the show for creating a professional and welcoming stand that showcased our products as well as who we are as a company."