

New Bell ADTs are a winner for Willy Enterprises



Rich in history and natural beauty, Arusha is Tanzania's picturesque safari capital with Africa's largest and fourth largest mountains, Mount Kilimanjaro and Mount Meru, as its backdrop. The city is also the headquarters of Willy Enterprises Limited, a multi-faceted business involved in construction, drilling, mining and plant hire, among other activities.

The company was founded in the late 1980s by Wilson Mgonja, a civil contractor and entrepreneur with over 30 years of experience, who has successfully established businesses in construction, drilling, mining, logistics, real estate and hospitality during his career. Initially a building material retailer, Wilson's vision has seen Willy Enterprises grow its footprint in East Africa and venture into different businesses such as mining bauxite, coal, gypsum, kaolin and tanzanite, and drilling of water boreholes and mine quarry.

"Growing our equipment fleet with premium machines has been critical to our growth and today we have a substantial fleet that includes graders, dozers, backhoe loaders, rollers, excavators, wheel loaders and Articulated Dump Trucks (ADT). We have 12 Bell machines in our fleet, having bought our first Bell ADT in 2012 through the previous Bell dealer in Tanzania," says Wilson.

"After a reference by a business partner we tried purchasing a B20E

for a small project. Seeing how it outperformed other brands of ADTs we were happy to settle with it. After we landed a bigger project, we simply upgraded the size and will now never look back. At that time, we were impressed by the quality, durability, efficiency and overall cost effectiveness of the Bell machine," recalls Wilson.

Willy Enterprises' newest Bell ADTs are two B30Es and two B40Es that were delivered in May 2021. They were bought from Bell Equipment's dealer, Kanu Equipment Tanzania, with a standard warranty of 12 months/2 500 hours.

They currently work at a major cement factory in the Tanga region of the country where Willy Enterprises has a production target of about 210 000t to 378 000t per annum. The ADTs haul limestone and red soil from the mine to feed the conveyor and crusher on a round trip that varies between 2,8km and 5km. "It's steep terrain, which quickly turns muddy after a rain shower, but these vehicles have excellent traction control and work without any problem no

matter the underfoot conditions," says Wilson.

Each truck works two 12-hour shifts per day and averages about 423 hours of operation per month. Thanks to Bell Equipment's Fleetm@tic® telematics system Wilson knows that production averages between 69,3 and 83,6 tonnes per hour and fuel burn is 12,9 to 16,1 litres per hour.

"Fleetm@tic® is a must to have in any application," he enthuses. "The information available is invaluable and gives us peace of mind that our ADTs are cost efficient in terms of fuel and maintenance costs and are durable enough to work according to our targets every month."

Willy Enterprises has been equally impressed with the mechanical availability of his new Bell trucks, which currently sits at 100%. "Bell is an excellent and reliable brand. Only routine services have needed to be done, which have been carried out by Kanu Equipment, who have shown total commitment and excellent service," says Wilson.

