

# Bell launches global pre-owned equipment website

**BELL**

Bell News

*Bell pre-owned equipment can now be shopped online thanks to the launch of a dedicated global website, [pre-owned.bellequipment.com](http://pre-owned.bellequipment.com), which is also accessible from the company's website and is proving to be a popular and valuable addition.*

Doug Morris, Bell Equipment's Managing Director: Europe, Middle East and Africa, who has overseen the project, said: "Previously our efforts were localised, but we wanted to create an online solution to promote our pre-owned equipment globally. The website gives Bell operations, and dealers should they wish, access to a fully integrated platform to advertise their pre-owned Bell machines. This means that customers around the world can shop all the pre-owned equipment we have available from one user-friendly and convenient website.

"We are thrilled with the result because it gives the group flexibility that did not exist before. For example, Bell UK can now sell its stock in South Africa or through our entire dealer network, and vice versa. The platform gives us the ability to easily manage an integrated internal stock system, upload to our website as well as publish to an external service provider to advertise internationally."

In keeping with the global theme of the website, customers can select their preferred currency and choose to have information displayed in either English, German, Russian, French or Spanish.

The website is easy to navigate and groups machinery according to industry, namely: mining and construction, forestry, agriculture, roads and rehabilitation, crushing and screening, and application equipment.

For each piece of kit there are several photographs and detailed information including the brand,

year of manufacture, hours worked, the machine location and the selling price and contact details of the organisation selling the machine. This information can

be used to refine a search. In addition, customers can generate an enquiry directly from the website.

