

Bell appoints Kanu Equipment as DRC dealer

Bell Equipment has appointed Kanu Equipment as its authorised dealer in the Democratic Republic of Congo (DRC) following the company's decision to sell its assets in that country and migrate to a dealer model.

Group Chief Executive Officer, Leon Goosen, explains that in key strategic African countries the long-term sustainability and shared resources offered by an independent dealer provides the most effective model to ensure that Bell customers receive the level of service and support that they expect.

"Bell has a long and positive association with the Kanu organisation. The Kanu Group distributes and supports Bell equipment in a number of countries throughout Africa and has proven to be an ideal fit for our range of products across the construction, agriculture and mining industries. Kanu's founding values of integrity, flexibility, continuous improvement and exceptional customer service are closely aligned with our Bell values and our philosophy of putting the customer first, which has been key to our successful partnership. We are pleased to have the opportunity to now extend our relationship into the DRC and to better serve this important market."

Kanu Equipment was founded in 2012 and, in addition to the full range of Bell manufactured equipment, they will also distribute and support Bell Equipment's partner products from Bomag, Finlay and Kamaz in the DRC.

Commenting on the announcement, Kanu Equipment Limited CEO, Stephen Smithyman said: "We are extremely pleased to have been awarded dealership rights to distribute Bell equipment in the DRC. It is testimony to our strong relationship with Bell and to our management team that Bell has confidence that we can represent them in this important market.

"We are investing every resource to ensure a seamless transition for customers. We appreciate the importance of relationships built on trust and commit to consistently living our motto of 'Experience the Support' and working towards our mission of being the most supportive dealership on the African continent so that we can earn the continued support of customers."

Kanu Equipment has put together a strong management team to drive the business in the DRC, which includes several former Bell employees. The DRC team will be led by Russell Cleminshaw as Managing Director and Nathalie Beckers as the Director of Administration, both long-standing senior directors within the Kanu Group. Bruce Paterson, a Regional Director, and Tony Irvine, the Group Technical Director, will oversee the DRC from a customer and technical support perspective.



BELL
Authorised Dealer



KANU EQUIPMENT
Experience The Support