

Bell celebrates another successful Bauma

With a total of 620 000 visitors from over 200 countries, Bauma 2019 set new attendance records and lived up to its international flavour. Bell executives have given positive feedback of the show and are buoyed by the quality of visitors who represented the heavy earthmoving and mining sectors. Optimistic market perspectives in important global regions further fuelled Bell Equipment's successful Bauma experience in Munich, Germany.

"It was a pleasure for us to welcome visitors, customers and dealers from all over the world," says Bell CEO Leon Goosen. "We had a large turnout from our traditionally strong global ADT market regions such as North America, Europe, Australia, South Africa and Asia Pacific. It was also encouraging to see representation from regions like South America, the Middle East and North Africa where we are creating a strong dealer model and building our brand as a global ADT specialist."

According to Leon, customer interest was very specific this time around: "We received a number of concrete enquiries requesting tailor-made solutions, which will certainly lead to a number of sales and collaboration projects in due course. We anticipate global growth of the ADT market and the positive sentiment at Bauma has reaffirmed our decision to expand our European ADT factory and invest in the continuous development of our worldwide aftersales and customer support organisation."

Bell Equipment's Bauma line-up emphasised the company's approach to ADT technology and the wide scope of ADT solutions available, comprising traditional 6x6 models and the newer 4x4 variants.

Bell Equipment's 6x6 range – the largest on the world market with seven models spanning payloads

of 18 to 50 tons – was represented by the B20E Low Ground Pressure (LGP) and the B50E. "Launching the low ground pressure 20-ton truck outside the UK and US served new customers from market segments that don't typically have a use for our larger models," says Stephen Jones, Director: Global Product Portfolio and Marketing. "It's now up to our regional branches and dealers to develop this potential in the construction industry, infrastructure and environmental/energy-related projects."

haulage solutions for extreme off-road conditions. Our 50-ton truck definitely defines Bell as the real ADT specialist because, in addition to being a well-proven product, it also has the most comprehensive offering of standard features in the industry."

Bauma stands for innovation and Bell once again delivered with the launch of the new B45E 4x4. "As a company we consistently develop equipment solutions in direct response to customer requirements and demands, and our B45E 4x4 is no different. Together with our 30 and 60-ton 4x4 trucks, we now offer customers ideally sized articulated, two-axle all-wheel drive trucks that feature highly efficient driveline technology with safe, all-weather capabilities. Where specific site conditions comply, this 4x4 solution creates interesting, cost-saving potentials when compared to conventional hauling concepts."

Commenting on the show, Stephen concludes: "Bauma is always a highly anticipated event on the Bell calendar and requires a huge investment in planning and resources, as well as a significant commitment from our global sales force, which is well represented throughout the show. We thank all our visitors, customers and dealers who showed support for Bell at Bauma. We appreciate the opportunity to network on a large scale and reach out to our customers in particular."

Exhibiting the B50E, Bell Equipment's largest 6x6 ADT, was likewise beneficial. "Customers were able to make direct stand-to-stand comparisons and recognise that Bell is still setting industry benchmarks in terms of the efficiency and safety of their



The Bell Bauma stand gave an impressive snapshot of our comprehensive ADT range offered to all global segments of earthmoving, quarrying and mining.



Our multi-national experts from Bell Equipment's sales and technical departments provided competent customer support during the seven busy Bauma days.