

**We've never been to the moon...
but our innovation is out of this world.**



We were the first OEM to:

- Develop On-Board weighing.
- Manufacture a 50 and 60 ton ADT.
- Incorporate Tip Safe to prevent bin tipping at an unsafe angle.
- Develop I-Tip for automatic bin tipping at the touch of a button.
- Install Turbo Spin Protection that varies engine idle time according to how hard the engine has been working.
- Introduce satellite based telematics - Fleetm@tic®



**We are confident that if ADTs were ever needed on the moon,
our leading innovation would be up to the task!**



Strong Reliable Machines • Strong Reliable Support
www.bellequipment.com

insight

It gives me great pleasure that one of my first tasks as Group CEO, having been recently appointed on 1 June 2018, is to write this message to you, our customers.

Firstly, I congratulate Gary Bell on his 'retirement' following an exceptional 48 years of service with the company, 34 years of which as Group CEO. Gary will still be involved in the business as

Chairman of the Board and I know he is looking forward to spending time with our customers and dealers around the world in his new role.

I would also like to take the opportunity to thank him for the trust that has been bestowed on me and for his

mentorship over the past 11 years that I have been with the company. His passion and energy for the business has been contagious and his empathy towards people sets him apart.

While he has left big shoes to fill, there is no doubt that the Bell executive team and I are fully committed to building on the Bell legacy that has been created by the Bell family over the generations. Part of the Bell appeal is our family culture, which we will vigorously defend and protect along with the values that are contained in our 1-Bell philosophy.

We, at Bell, look forward to working with each of you and continuing to build our relationships as we write the next chapter of the Bell history over the years to come.

Thank you for your support!

Leon Goosen
Group Chief Executive Officer



Bell Equipment Offices

Australia (Perth)+61 (0) 8 9355 2442
 France (Dun Le Palestel).....+33 (0) 5 55 892 356
 Germany (Alsfeld)+49 (0) 663 191 130
 Zimbabwe (Harare)..... +263 (4) 447 374/9
 South Africa (Jet Park).....+27 (0) 11 928 9846
 South Africa (Richards Bay)..... +27 (0) 35 907 9111

Zambia (Kitwe)..... +260 977 770 678
 DRC (Lubumbashi) +243 82 857 9784
 North America (Texas Houston).....(281) 469 2358
 United Kingdom (Staffordshire).....+44 (0) 1283 712 862
 Namibia (Windhoek) +264 61 226 021/2/3

