

# Bell Equipment rings in the changes at Hillhead 2018

Hillhead 2018 marked the beginning of a new era for Bell Equipment UK, as it welcomed its new Chief Executive Officer, Leon Goosen, to the show.

Following a 12-month transition period, Leon took the helm from Gary Bell, who remains on the company's board of directors, and Hillhead provided the perfect opportunity to officially introduce the new CEO to customers.

"Our change of leadership has altered nothing with regards to the Bell Equipment ethos," explains Leon Goosen. "It remains the same relationship focused, family-orientated company it has always been, with the attendance of both Gary and myself at Hillhead, talking directly to our customers about our business and products, a prime example of how important relationships are at Bell. This company philosophy, combined with our passion for innovation and advancement, has placed us in an enviable position."

"Our business is designing, manufacturing and supporting high quality, efficient and powerful ADTs, and that objective will never change. We now have the largest range of ADTs on the market, with each model being developed in response to our customers' needs, providing them with the machines they need to run their businesses successfully."

The sunshine attracted a record number of visitors to the exhibition,

with many venturing on to the Bell Equipment stand to view the extensive E-series trucks on display. This latest generation of ADTs now includes a machine for every application, ranging from the compact B20E to the colossal B60E.

The latest addition to the range, the B20E, is already forging ahead in terms of popularity. With its ability to manoeuvre easily within small spaces and its low ground pressure enabling it to operate in excessively muddy or sandy conditions, it has become much sought-after in industries where compact is king, such as housebuilding and renewable energies.

At the other end of the spectrum, the B60E has proven itself as a unique solution ideally suited to moving large volumes of materials in all weather conditions, in a market sector that was previously only contested by rigid trucks.

Nick Learoyd, Managing Director of Bell Equipment UK, agrees that the show has been one of the most successful to date: "This was the first time we have had a true representation of the scope of the E-series on display at Hillhead, and with Leon and Gary in attendance it has been the perfect year to showcase our machines' evolved capabilities."

"The extent of the range is unique to the industry and is not only enabling us to introduce the Bell brand to new sectors but is also giving our customers the opportunity to purchase all of their ADTs,

A beautiful opening day for our visitors at the Hillhead show.



The entire range comprises of the B20E, B25E, B30E, B35E, B40E, B45E, B50E and B60E, all of which have been created to bring together the very best in power, technology, efficiency and innovative design.

irrespective of tonnage or application, from one manufacturer. This means that they have one contact for all of their ADT needs, from purchase to maintenance."

Leon concludes: "It has been an extremely successful Hillhead for Bell Equipment this year. Not only has it provided a perfect platform on which to showcase our E-series, but it has also allowed us to communicate with

our customers on a personal level. The industry is very robust and we have every reason to be positive about its future – my aim is to ensure Bell Equipment is at the forefront, keeping our customers at the top of their businesses."



Visitors to the Bell stand (V1) at Hillhead 2018 are dwarfed by our B60E Articulated Dump Truck.



The Bell Equipment team had a fantastic time at Hillhead and enjoyed interacting with customers and other visitors to our stand. Thank you to everyone who turned out to support Bell and helped to make the show a success.