

Bell Forestry & Agriculture appoints its first independent dealers

Bell Equipment Forestry & Agriculture is in the process of expanding their distribution and support network where they have recently appointed a dozen independent dealers covering 19 branches. This is part of the company's strategy to expand its existing product offering with the JCB Agriculture range and create new markets in agriculture, where it is already an established and respected supplier to the sugar farming and forestry industries.

Bell Forestry & Agriculture Business Development Manager, Charles Inggs, said: "As a group, our strategy is to develop a strong dealer network that is dedicated to servicing and supporting the Agriculture and Forestry industries. We believe that by appointing additional independent dealers, these are dealers and outlets over and above the existing Bell branches, will give us better coverage throughout the country ensuring dedicated service and support directly to our farming and forestry customers. This includes the areas that are vast and where machine populations are low."

"This industry focus and dedication is critical to the appointment of the dealers where our products are complementary to their existing product line with the intention of

giving the customer peace of mind in terms of his equipment decisions.

"We have appointed dealers with a proven ability to service the various sectors and who already have an existing loyal customer base. Importantly, these businesses are owner-operated dealers with a like-minded approach; they understand their customer base and understand what is required in terms of service and support."

"Nationally our network is still far from being complete. However we are extremely excited to have the newly appointed dealers on board and are looking forward to the possibilities and opportunities that their dedicated focus will bring to our partnership and customers."

Bell has strategically focused on the Western Cape, Eastern Cape, Northern Cape and North West provinces due to their existing large population of equipment and will look to Mpumalanga, KwaZulu-Natal, Limpopo and the Free State to ensure the most comprehensive dealer footprint across the country's major agriculture and forestry areas.

In addition, Truck and Tractor Specialists in Polokwane, has been granted the dealership for JCB Agriculture in that region.

Visit bellequipment.com/forestryag/en-ZA for full contact details of our Bell Forestry & Agriculture outlets.



Dege Trekkers
Upington
Northern Cape



EdgeQuip
Tsitsikamma
Eastern Cape



JBj Machinery
Schweizer-Reneke &
Hartswater
North West



JWL Landbou
Voorsieners
Ermelo & Standerton
Mpumalanga



Landmeg Landini
Cradock
Eastern Cape



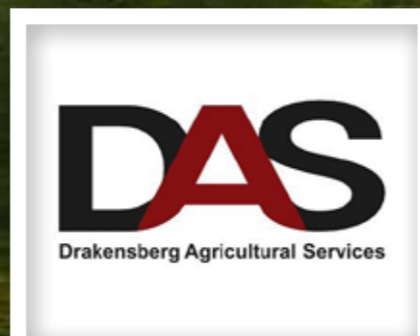
Truck and Tractor
Specialists
Polokwane
Limpopo



ALM Tractor World
Sasolburg
Free State



Alpha Agri
Middelburg- Mpumalanga
Groblersdal - Limpopo



Drakensberg
Agricultural Services
Winterton
KwaZulu-Natal



Van Breda Agri
Stellenbosch & Calendon
Western Cape



Warmbad Landini
Bela-Bela
Limpopo



Weskus
Meganisasie
Vredendal, Piketburg
Ceres & Malmesbury
Western Cape