



**Mining & Construction**

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• CORPORATE BROCHURE •

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**Strong Reliable Machines • Strong Reliable Support**



## Our Commitment

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- At Bell we have learnt that by valuing the contribution of every one of our people, we have all been able to grow; that everyone in the team can and does make a difference.
- Our customers will receive quality in everything we do. This commitment to our customers distinguishes Bell excellence. It is a continuous process of achieving improvements which results in an equitable attainment of customer, supplier, shareholder and employee expectations.
- Bell products fulfil haulage and materials handling needs across many industries and are designed and manufactured to fulfil the needs of our customers and markets. All our activities are conducted in a spirit of fairness, honesty and integrity.
- Through listening we are able to produce innovative equipment that matches our customers' needs. We will continue to expand our international distribution. We are proud of our heritage and will provide opportunities for all our people in a safe and healthy environment worldwide.

# Bell Equipment Group

## North America

• [NASales@bellequipment.com](mailto:NASales@bellequipment.com)

## Latin America & Caribbean

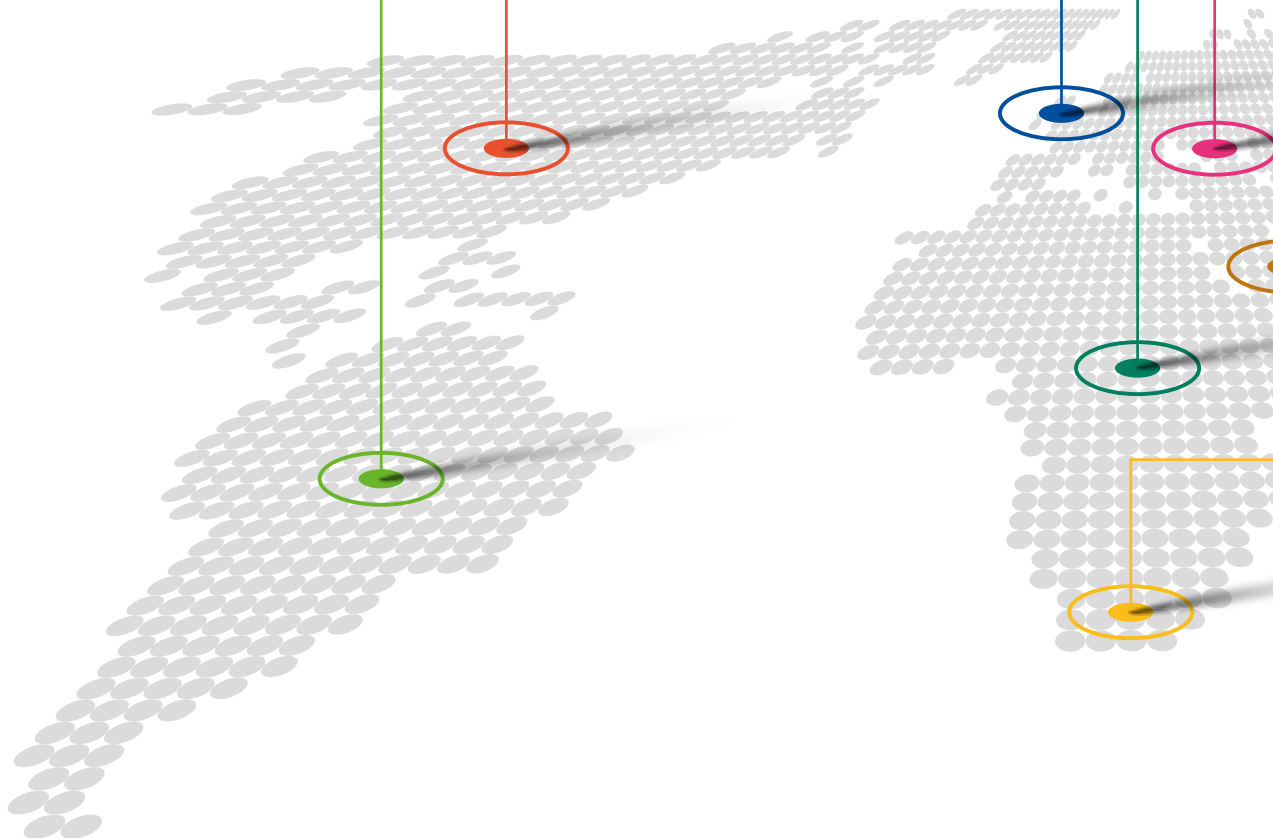
• [LACsales@bellequipment.com](mailto:LACsales@bellequipment.com)

## Africa

• [AUsales@bellequipment.com](mailto:AUsales@bellequipment.com)

## United Kingdom

• [UKsales@bellequipment.com](mailto:UKsales@bellequipment.com)



## Proudly Africa's own first choice

Bell has leveraged our proud African heritage for the benefit of our global customer base by taking the heavy demands of local conditions and our customers' priorities to build machinery that can go the distance in hostile environments. In addition to being durable, Bell machines are fuel efficient and economical to run.

Importantly, wherever Bell machines go to work, there is a Bell support team close at hand. Our strong, reliable support network includes independent dealers and Bell-owned service centres as well as a team of experts strategically located across the globe and supported by our factories in South Africa and Germany.

## American Logistics Centre (ALC)

The ALC, Bell Equipment's modern logistics centre in North Carolina, provides professional parts support to North American and Canadian customers.



**Europe**

- EUsales@bellequipment.com

**Middle East**

- MESales@bellequipment.com

**Asia**

- ASSales@bellequipment.com

**Asia Pacific**

- APACsales@bellequipment.com

**South Africa**

- sales@bellequipment.com

## Global Logistics Centre (GLC) and Gauteng Hub

Well positioned in Johannesburg's industrial area, on the doorstep of Africa's largest airport, Bell Equipment's Gauteng hub provides an ideal springboard into the African region while the company's neighbouring Global Logistics Centre delivers worldwide parts support and houses a machine and component Reman facility.



## European Logistics Centre (ELC)

Bell Equipment's state-of-the-art European Logistics Centre is the central European parts hub offering world class customer service and support.



## Built on a strong family heritage

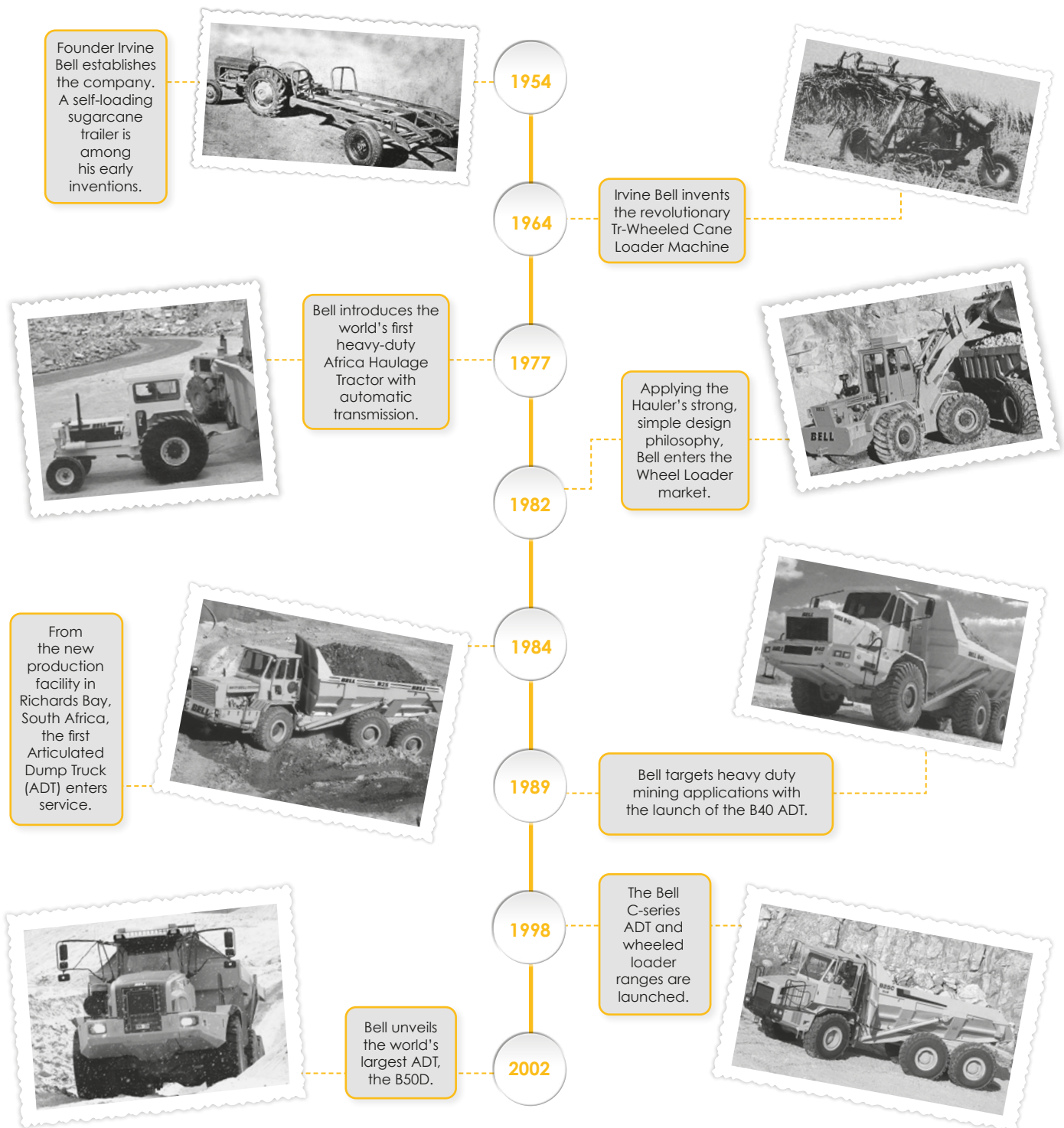
Bell Equipment, founded in 1954 as a family-run engineering and machinery repair shop, has grown into a world leader in the off-highway truck and hauler business and is home to some of South Africa's proudest products.

Bell is the brand of choice in Africa for a wide range of mining, construction, road building, material handling, forestry and agricultural equipment.

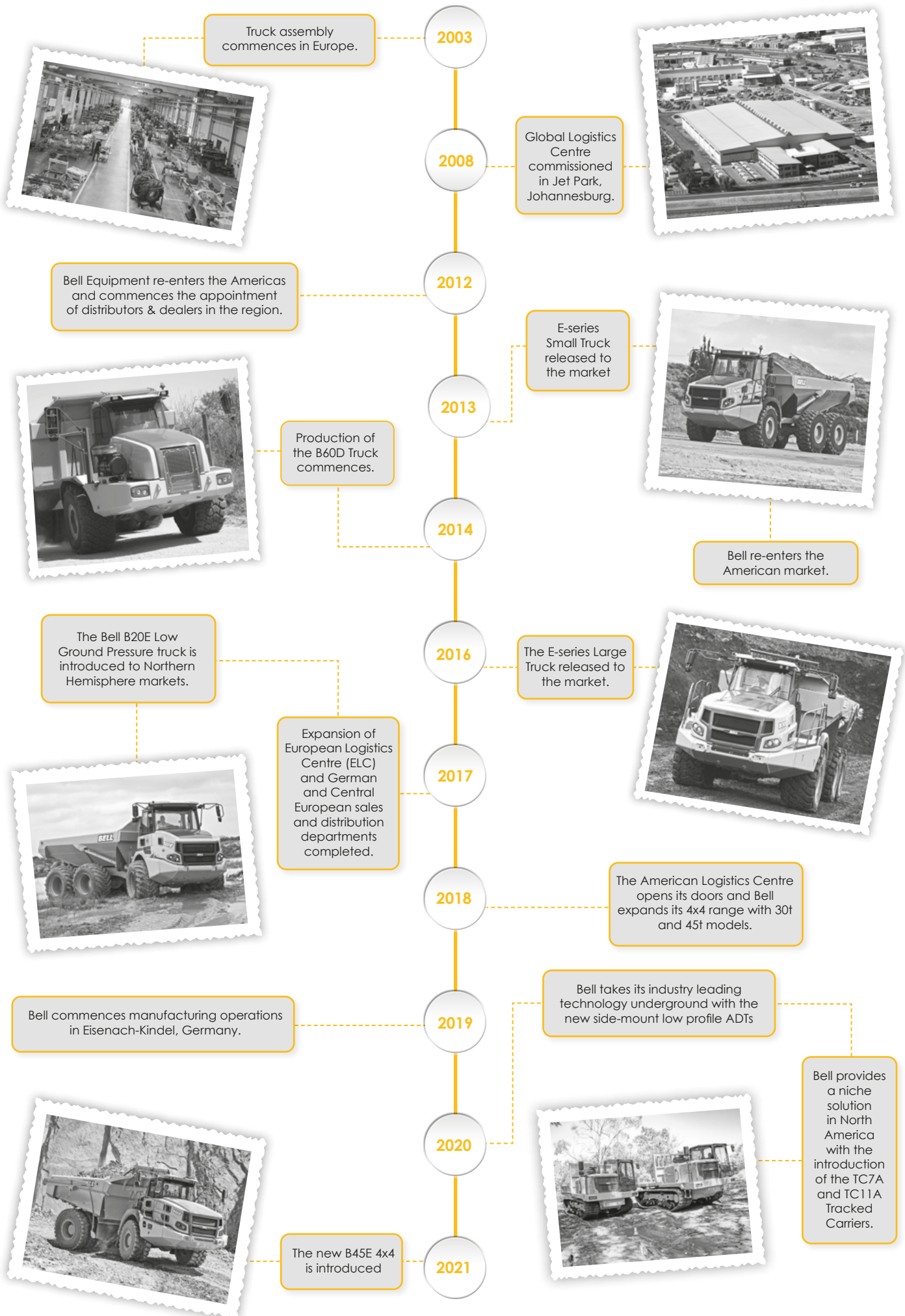
Designing, manufacturing and distributing heavy earthmoving machinery for over 65 years, Bell builds machinery to endure in harsh conditions while providing an exceptional return in terms of both productivity and operating cost.

Importantly, wherever in the world you may be, customers can rely on total support, from finance and service to spare parts and logistics, provided by our comprehensive and dedicated network of customer service centres and independent dealers.

Our team of more than 3 000 people worldwide continues to be inspired by the course set by our founder, Irvine Bell - to put integrity first in all we do, to embrace innovation in seeking better customer solutions and to live a culture of care for others, especially our customers.











## Built in Africa for the world

With a capacity of 5 000 machines a year, Bell Equipment's principal manufacturing plant in Richards Bay, South Africa supplies a full range of Trucks, Haulers, Tractors and Custom Equipment to the world.

The Bell ADT, our core product, is globally renowned.



## Bell Equipment's production facilities in South Africa & Germany

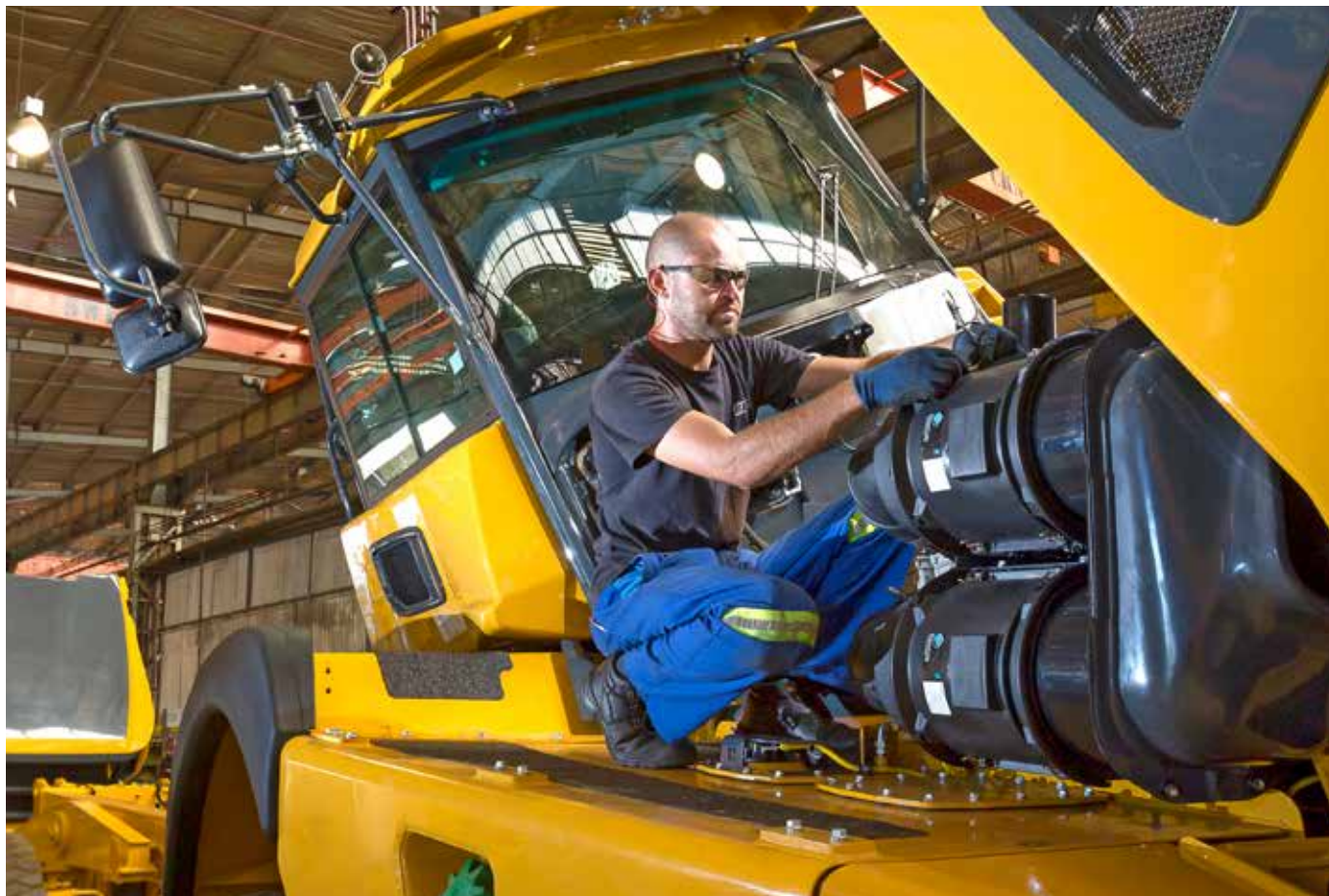


### Assembled with precision for you

With a capacity of 5 000 machines a year, Bell Equipment's principal manufacturing plant in Richards Bay, South Africa supplies a full range of Trucks, Haulers, Tractors and Custom Equipment to the world. The Bell ADT, our core product, is globally renowned.

Bell Equipment's assembly plant in Kindel, Germany is dedicated to supplying Articulated Dump Trucks to the northern hemisphere, providing Europe and North America with a fast reaction time to customized truck solutions. Our European facility has a capacity of 1 000 units and creates opportunity for flexibility in production, improved logistics and increased responsiveness to the customer.





## Count on our people to make the difference

Caring for our customers is a way of life for Bell people. Applying basic family values to our business, like valuing everyone's contribution, creates a strong team spirit. It's a spirit that is focused on satisfying the customer. Every team member appreciates that while they individually may not serve customers directly, it takes everyone's best effort to win the business. It's a core value from our mission statement that customers receive quality and excellence in everything we do. Bottom line - you can count on Bell people to go the extra mile for your business.





## How we better meet your needs

The search for answers begins with listening to customer feedback, understanding the issues and then innovating solutions, in a constant cycle of improvement. So while innovation is a key ingredient in most solutions, inspiration can come from diverse sources. For instance, our engineers keep a close eye on developments in all allied industries. By selecting and applying leading technology Bell has kept our equipment performance on the cutting edge. Likewise service delivery improvement ideas often come from looking beyond the machinery business. 'Out-of-the-box' thinking helps us find better ways to serve you.





## Articulated Dump Trucks - Tough hauls? Put the off-highway hauler specialists to work

Ideally suited to construction, mining and quarrying applications, Bell ADTs marry the best in engine and drivetrain technology and have proven themselves on some of the world's most challenging jobsites, delivering lowest cost per tonne productivity, best-in-class fuel consumption and superior operator comfort.

To improve safety and productivity on job sites, the company has pioneered ground-breaking technological advancements. These include Hill Hold, Bin Tip Prevention Turbo Spin Protection, On Board Weighing and an Auto Park Brake Application, all of which are standard features. Linked to productivity, the Bell satellite fleet management system, Fleetm@tic®, provides productivity, utilisation and machine condition data.

Bell ADTs have an autonomous and PDS readily available platform.

Bell is recognised as a global ADT specialist with the largest and most advanced range in the world. The current E-series generation has three distinct groupings:

B20E  
LGP



B25E



B30E







### Small trucks

Ideally suited to construction and infrastructure projects, the B18E, B20E, B25E and B30E are comparatively small in stature but pack a punch. Like their larger counterparts, they benefit from Bell Equipment's evolutionary approach to design to deliver optimised power-to-weight ratios and legendary fuel efficiency.

### Large trucks

Ranging from 35 to 50-tons, Bell E-series large trucks are ideal workhorses for bulk earthworks, mining and quarrying offering customers lowest cost per tonne. Packed with 35 years of experience in ADT design and manufacturing, combined with seven years of research and development, these trucks offer outstanding performance, durability and reliability.

### 4x4 crossover

Bell Equipment's niche 4x4 ADT crossover trucks offer significant advantages to customers not needing 6x6 off-road capability. The ground-breaking B60E 4x4 targets opencast mines and large quarries where poor underfoot conditions limit the suitability of rigid dump trucks. The B45E 4x4 is aimed at small to medium-sized quarry operations and the B30E 4x4 is a compact and highly economical solution for sand and gravel pits and material handling. With no middle axle tyre scuffing and tighter turning circles, these machines get the job done.







## Filling a niche with Custom Equipment

Bell Equipment is skilled and experienced in designing and manufacturing specialised attachments and customising standard product to suit customers' specific requirements.

From water or fuel tanker versions of the Artic Truck range to low profile models, the custom division is ready to assist you with fitting your application with a custom solution.







## The only solution when the going gets tough

Designed to be highly customisable, Bell Tracked Carriers provide a durable short haul solution for construction sites with soft underfoot conditions that require low ground pressure machines, either for environmental or traction reasons. With exceptional climbing ability of 50% and more, even in rough terrain, they are highly suitable for operations on sandy or wet coastal soils, work on energy infrastructure (pipelines, wind power, etc.) in remote or sensitive areas, and to construction work in alpine regions.

Typically used in the worst underfoot conditions, where other machines would be unable to operate, Bell Tracked Carriers have proven themselves superior in the key areas of robustness, operator comfort and serviceability.

TC7A



TC11A







## Underground solutions designed to exceed expectations

With a focus on meeting the future needs of underground mining, Bell Equipment's B30L and B35L underground ADTs have an autonomous ready platform, standard onboard weighing, and Bell Fleetm@tic® telematics. With higher powered engines for superior drive, best-in-class power-to-weight ratios and the same industry-leading safety features and production advantages found in our surface ADTs, our underground ADTs deliver a robust, lowest cost per tonne solution.

The Bell E-series Rockscaler, based on the Bell Tri-Wheeler, completes the current offering, providing a comfortable and highly manoeuvrable machine that delivers low fuel burn, operating and maintenance costs.

B30L



B35L



220E  
Rockscaler







## Optimising running and machinery lifetime costs

ReMan components are rebuilt to the manufacturers' required specifications, including all Bell Equipment updates, with a conditional warranty. OEM managed rebuild facilities ensure that any component reworked carries the same quality, performance and design intent as a brand new part.

Since a machine or component can be remanufactured as many times as a customer chooses, until it falls out of the OEM's original standard and specifications, Bell ReMan is also considered a responsible way. Use of Bell recommended oils ensures efficient performance and optimum protection of the engine.

**BELL**  
ReMan

**BELL**  
Lubricants

Welcome to the ...

**BELL** Family

"Power up and plug in  
to our end-to-end  
customer solutions!"

**START**

Through our living motto **'Strong Reliable Machines, Strong Reliable Support'**,  
we offer both exceptional equipment and aftermarket support products because  
we want your Bell ownership experience to be a happy one.



### SETTING YOU UP FOR SUCCESS



**TRAINING**



### PROTECTING YOUR ASSETS



**LUBE CHECK**



**MAINTENANCE CONTRACT**



**EXTENDED WARRANTY**



**FLEETM@TIC®**



### KEEPING YOUR MACHINE RUNNING

**LUBRICANTS**



**PARTS**



**SERVICE KITS**



**TECHNICAL SUPPORT**



**SPECIAL TOOLS**

**BELL OUTLETS**

### GIVING YOU EXTRA VALUE, LONGER LIFE



**REMAN COMPONENTS**



**PRE-OWNED EQUIPMENT**

**SUPPORTING YOU EVERY STEP OF YOUR BELL OWNERSHIP EXPERIENCE**



## The Bell team is here to serve you

Our legacy is built on solid relationships with all stakeholders, but especially with our customers.

We work hard to earn a reputation for high quality products, reliable support and integrity in everything we do, and this is how we make a difference.

These ideals are reflected in our claim to provide 'Strong Reliable Machines - Strong Reliable Support', indicating that we focus on fulfilling all aspects of our customers' equipment needs over the long term with exceptional service and support.

We intend to continue to earn that reputation and protect the value of the Bell brand through our commitment to provide quality products, services and superior value to our family of customers.

Photographs featured in this brochure may include optional equipment.

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**Strong Reliable Machines  
Strong Reliable Support**

# **BELL**