

Bell introduces mid-range BETA Parts

Identifying a need in the market for a middle-range parts offering, Bell Equipment Trusted Alternative (BETA) Parts has been launched to give customers a convenient and competitive alternative, endorsed by Bell, for their more mature machines or when faced with budget constraints.

Bell Equipment Director of Aftermarket and Logistics, Aldo Mayer, explains where BETA Parts fits into the Bell business model: "BETA Parts has been designed to bridge the gap between new Bell Parts, being our premium quality parts designed to OEM specifications and used in production, and Bell ReMan, which are major components that have been remanufactured to meet OEM specification. New Bell Parts and Bell ReMan carry a one-year/unlimited hours warranty while BETA Parts has a six-month/1000-hour warranty." At the other end of the scale, Bell Used Parts are also available but do not carry a warranty.

BETA Parts was first piloted with starter motors and alternators that were offered to a sample group of customers. They responded positively to the opportunity to be able to buy cheaper parts from Bell and BETA Parts has now been officially launched and will be expanded to other parts and rolled out throughout South Africa, Zambia, and Zimbabwe, followed by the rest of the global dealer network.

"It's all about giving our customers choices and being able to fully support their needs throughout their Bell ownership experience," says Aldo. "BETA Parts is the next best alternative to our premium new Bell Parts, our

'alpha' or leading parts brand. We're confident that our customers will benefit from being able to buy more cost-effective parts from Bell, especially since they are approved by Bell and carry less risk than other cheaper parts due to their Bell warranty cover. Choosing BETA Parts simplifies the purchasing process, offering a one-stop-shop experience that eliminates the need for customers to search and compare prices from multiple suppliers in their quest for savings."

By offering BETA Parts, Bell Equipment ensures that customers have a wider range of options to suit their specific needs, as well as the ease and assurance of dealing directly with their OEM's dealer network, which has branches located throughout South Africa.

**Bell Equipment Director of Aftermarket and Logistics,
Aldo Mayer**



NEW PARTS LAUNCH

BETA

Bell Trusted Alternative

BELL EQUIPMENT TRUSTED ALTERNATIVE PARTS

A GAME CHANGER FOR SOUTH AFRICA'S PARTS INDUSTRY



WHAT? New range of parts for mature machines; great value, quality tested and approved by Bell to OEM specs.

WHY? Save money, maintain machines performance and uptime without the risk that comes with imitation parts.

6 Months / 1 000 hours warranty

BELL Aftermarket Support Product

bellparts@bellequipment.com

BETA

Bell Trusted Alternative