

Bell expands BETA Parts range and footprint

Less than a year after launching its Bell Equipment Trusted Alternative (BETA) Parts offering, Bell Equipment has expanded its footprint of South Africa, and Zambia to include the major articulated dump truck markets of the European and United States dealer network.



Bell Equipment Director of Aftermarket and Product Support, Meltus Badenhorst.

Bell Equipment Director of Aftermarket and Product Support, Meltus Badenhorst, said: "We introduced BETA Parts after identifying the need to give customers a convenient and competitive parts alternative, endorsed by Bell, for their more mature machines, or for those looking for cost effective solutions. We have been pleased with the interest shown by our African-based customers and their acceptance of the range and are now ready to offer BETA Parts in other regions.

"Our team is also constantly looking at opportunities to grow the range and has supplemented the pilot range of alternators and starters with turbos, V-belts and ground-engaging teeth for buckets."

According to Meltus, BETA Parts bridges the gap between Original Bell Parts, the company's premium quality parts that are designed to OEM specifications and used in production, and Bell ReMan, which are major components that have been remanufactured to meet OEM specification. Original Bell Parts and Bell ReMan have a one-year/unlimited hours warranty while BETA Parts carry a six-month/1000-hour warranty.



BETA Parts provides Bell ADT, Tractor, and Tri-Wheeler customers with a wider range of options to suit their specific needs.

At the other end of the scale, Bell Used Parts, which are available in the South African dealer network are also available but do not carry a warranty. He says: "It's about giving our customers choices and so that we can fully support their needs throughout their Bell ownership experience. Our premium Original Bell Parts is our 'alpha' or leading parts brand, and BETA Parts is the next best alternative giving customers more cost-effective parts that have less risk than other cheaper parts because they are endorsed by Bell and covered by a Bell warranty.

"Choosing BETA Parts also 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 Bell ADT, Tractor, and Tri-Wheeler customers have a wider range of options to suit their specific needs, as well as the convenience and assurance of dealing directly with Bell Equipment's extensive dealer network in regions where BETA Parts are available.