

BELL

Bell Equipment Company

• ADT CORPORATE BROCHURE •



Strong Reliable Machines • Strong Reliable Support

Our Commitment

- 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 customers, suppliers, shareholders and employee expectations.
- All our activities are conducted in a spirit of fairness, honesty and integrity. Bell products fulfil haulage and materials handling needs across many industries. We design and manufacture products to fulfil the needs of our customers not markets.
- 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.



Leon Goosen
Group Chief Executive

Built on a strong family heritage

Founded in 1954 as a family-run engineering and machinery repair shop, Bell Equipment has grown into a world leader in the off-highway truck and hauler business and is recognised globally as an Articulated Dump Truck (ADT) specialist.

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

Whatever the industry, Bell machinery is built to endure in harsh conditions while providing an exceptional return.

Wherever in the world our machines operate they are backed by a dedicated world-class network of customer support from finance and service to spare parts and logistics.

Our team of more than 3 000 people worldwide continues to be inspired by the course set by company founder, Irvine Bell, to put integrity first, to embrace innovation and thereby better our customers' experience as well as to live a culture of care for others, especially our customers.



Founder Irvine Bell establishes the company. A self-loading sugarcane trailer is among his early inventions.



Bell introduces the world's first heavy-duty Africa haulage tractor.



Bell C-series ADT and Wheeled Loader range launched.



From the new production facility in Richards Bay, South Africa, the first Articulated Truck enters service.



World's largest Articulated Dump Truck, the Bell B50D, is unveiled.



Irvine Bell invents the revolutionary Tri-Wheeled loading machine.



Applying the Hauler's strong, simple design philosophy, Bell enters the Wheeled Loader market.



Launch of the B40 Articulated Dump Truck, targeting heavy duty mining applications.

Launch of the D-series Articulated Trucks sets a new standard of excellence.





The American Logistics Centre opens its doors and Bell expands its 4x4 range with 30t and 45t models.



E-series Small Truck released to the market.



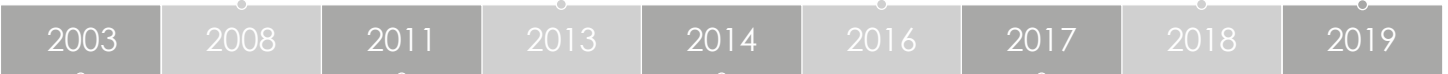
E-series Large Truck released to the market.



Bell significantly opens the German manufacturing operation in Eisenach-Kindel.

Bell re-enters American market.

Global Logistics Centre commissioned in Jet Park, Johannesburg.



2003

2008

2011

2013

2014

2016

2017

2018

2019

Truck assembly operations commence in Europe.



Bell establishes beachhead in Russian market.

Production of the B60D Truck commences.



Expansion of European Logistics Centre (ELC) and German and Central European sales and distribution departments completed.



The Bell B20E Low Ground Pressure truck is introduced to northern hemisphere markets.



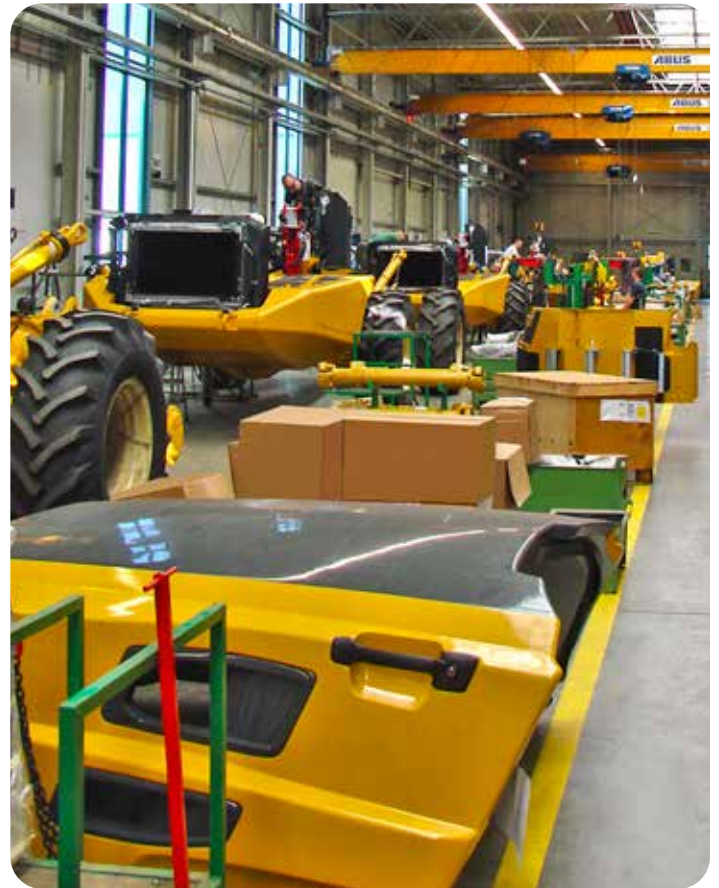


Built Africa tough for the world

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, Loaders, Tractors, Backhoes and Custom Equipment globally.

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

In Southern Africa, Bell also holds strategic dealerships for equipment manufactured by key global manufacturing leaders and is well positioned to meet Africa's heavy equipment needs.



Assembled German precision for you

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.

South America

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Central America & Carribean

- cacsales@bellequipment.com

North America & Canada

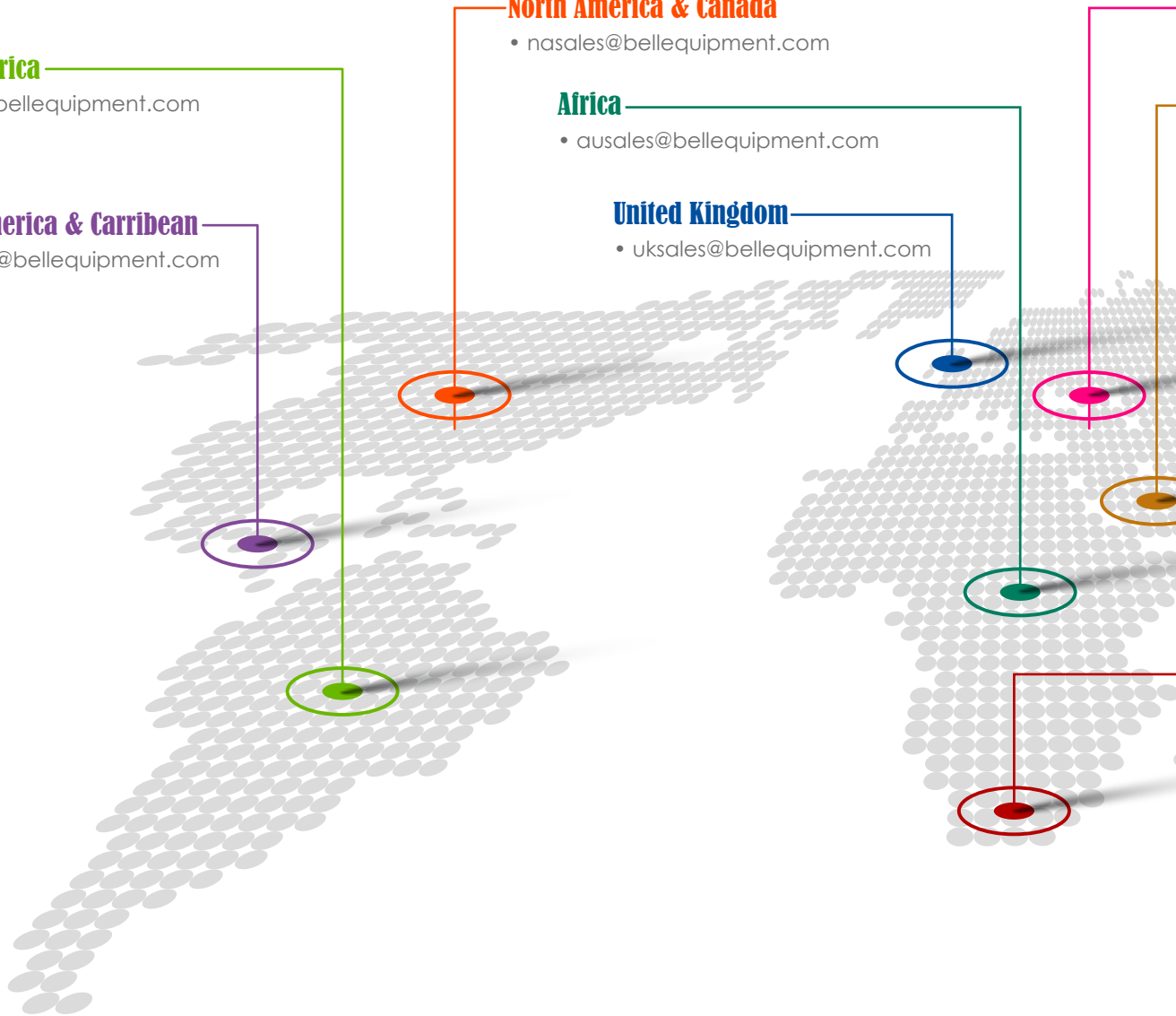
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Africa

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Strong Reliable Machines

Bell has leveraged our proud African heritage for the benefit of our global customer base by taking the heavy demands of local conditions as well as our customers' priorities to build machinery that can go the distance in hostile environments. In addition to being durable, Bell trucks 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 as well as a team of ADT experts strategically located across the global and supported by our factories in South Africa and Germany.

American Logistics Centre (ALC)

Bell Equipment's modern logistics centre in North Carolina, the ALC, has recently been commissioned to provide professional parts support to North American and Canadian customers.



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Global Logistics Centre (GLC)

Bell Equipment's Gauteng hub, located on the doorstep of Africa's largest airport, houses the company's worldwide parts support along with a machine and component remanufacturing 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.





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's 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 can 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.



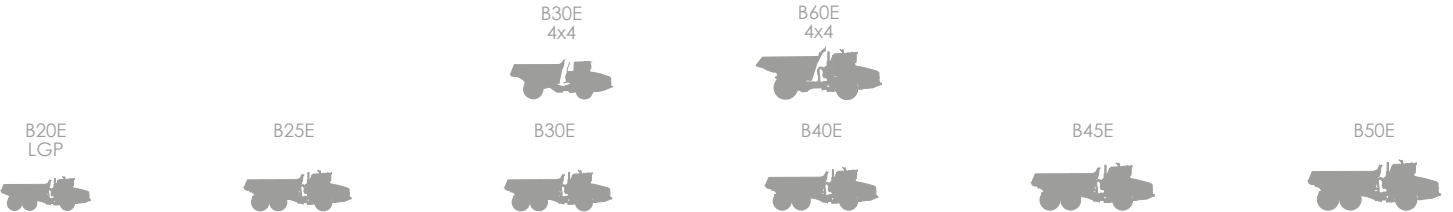


Tough hauls? Put the off-highway hauler specialists to work

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, utilization and machine condition data.

The latest E-series generation comprises the smaller B18E, B20E, B25E and B30E complemented by the larger B35E, B40E, B45E and B50E. Bell is also spearheading the 4x4 crossover concept led by the B60E, which is ideally situated to operations that experience poor underfoot conditions that rigid dump trucks cannot cope with. Added to 4x4 offering are the B30E 4x4 and B45E 4x4 that provide those customers not requiring full 6x6 ability with cost benefits related to tyre wear and haul road maintenance by eliminating scuffing of the middle axle.





Artic Haulers - The world's absolute ultimate 4x4s

For light agricultural work there are plenty of farm tractors, but for really heavy duty jobs you need a Bell 4x4 Artic Hauler. These purpose-built investments are designed to pull the heaviest loads and tackle the toughest of agricultural and construction jobs, from pulling large scraper pans, deep rippers and heavy-duty disc ploughs to hauling massive land trains and bottom dump carriers.

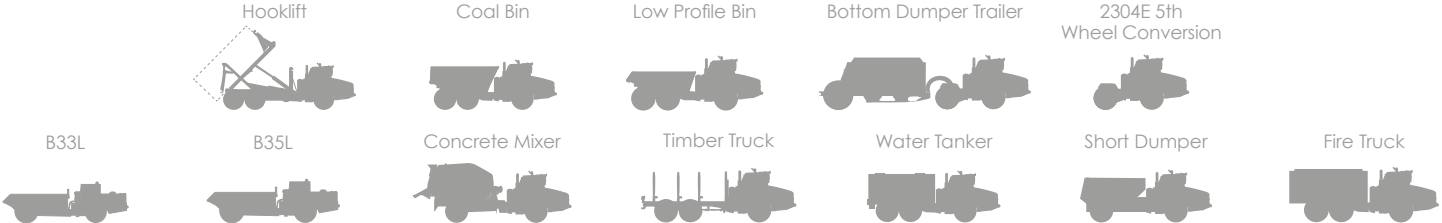
Simply put, these machines are in a class of their own. Sharing the same attributes that make Bell Articulated Dump Trucks market leaders, they are an enduring solution.



Filling a niche with Custom Equipment

The Bell Application Equipment division 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 Bell team is here to serve you

Our legacy is built on solid relationships with all stakeholders, but particularly 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.

All dimensions are shown in millimeters, unless otherwise stated between brackets.
Under our policy of continuous improvement, we reserve the right to change specifications and design without prior notice. Photographs featured in this brochure may include optional equipment.

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Strong Reliable Support**

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