BELL
South Africa

corporate brochure











Strong Reliable Machines **Strong Reliable Support**

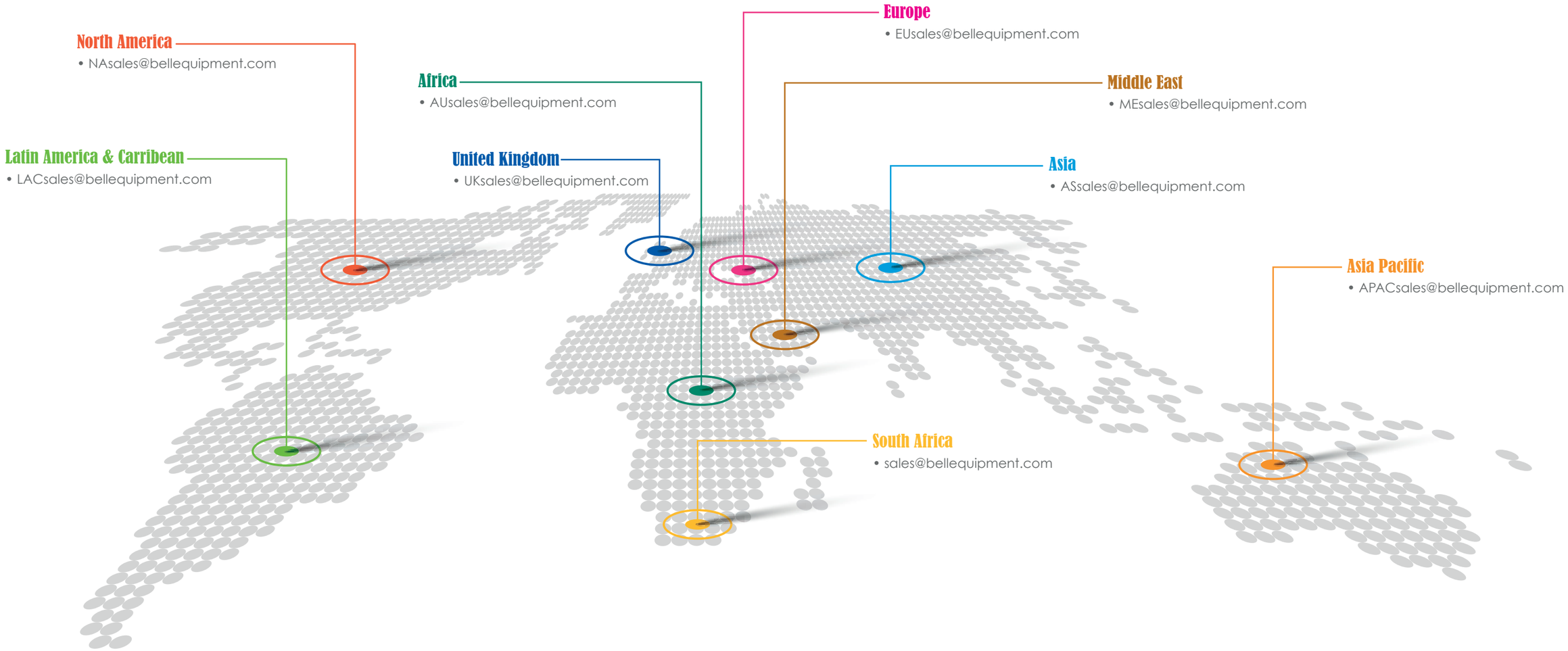
Our Commitment

- 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 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.



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.



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.

1954 – Founder Irvine Bell establishes the company. A self-loading sugarcane trailer is among his early inventions.



1964 – Irvine Bell invents the revolutionary Tri-Wheeled Cane Loader machine.



1977 – Bell introduces the world's first heavy-duty Africa Haulage Tractor with automatic transmission.



1982 – Applying the Hauler's strong, simple design philosophy, Bell enters the Wheel Loader market.



1984 – From the new production facility in Richards Bay, South Africa, the first Articulated Dump Truck (ADT) enters service.



1986 – The Bell Super T Feller-Buncher revolutionises mechanical felling and bunching of timber in the forestry industry.



1989 – Bell targets heavy duty mining applications with the launch of the B40 ADT.

1992 – Bell launches the T12 Forwarder for timber extraction and short haul from infield to roadside or depot.



1993 – The T17 Timber Truck is introduced for timber extraction over longer lead distances and higher speeds.



1994 – The TH120 Tracked Harvester offers a solution to felling, delimbing, cross-cutting and stacking of timber.



1995 – Bell Ultra C Loggers are extremely versatile and capable of handling both thinning and small clear-fell.



1998 – The Bell C-series ADT and wheeled loader ranges are launched.

2000 – L1204C Flexi-Loader/Piler slew loaders deliver high productivity for in-field loading in sugar and timber.



2002 – Bell unveils the world's largest ADT, the B50D.



2003 – Global Logistics Centre commissioned in Jet Park, Johannesburg.

Truck assembly commences in Europe.



2008 – E-series Small Truck released to the market

Bell re-enters the American market.

2012 – Bell Equipment re-enters the Americas and commences the appointment of distributors and dealers in the region.

2013 – Bell becomes the Finlay distributor in South Africa.

2014 – Production of the B60D Truck commences.



2016 – Bell commences distribution and support of Matriarch Equipment's innovative forestry and agriculture machinery.



The E-series Large Truck released to the market.



2017 – The Bell B20E Low Ground Pressure truck is introduced to Northern Hemisphere markets.

2018 – The F-series is launched, featuring water-cooled engines and significant ergonomic improvements.



2019 – Bell becomes the Kobelco distributor in South Africa.

BECSA AND BESSA conclude a B-BEEE transaction and become 51% black owned

2020 – Bell introduces the TC7A and TC11A Tracked Carriers as a bespoke solution for North America.

Bell takes its industry leading technology underground with the new side-mount low profile ADTs.



2021 – Series V Haulage Tractor and new B45E 4x4 introduced.



2022 – Bell becomes the JCB distributor in South Africa.

Rebranding of Matriarch Equipment and launch of the Bell Forestry & Agriculture unit.

2024 – Bell launches the complete Motor Grader range into the developing markets.



2025 – Bell celebrates 70 years in business and the first commercial autonomous ADT starts moving dirt in the UK.

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 Manufacturing Facility, South Africa







Real broad based economic empowerment that's helping uplift Africa

Designing and manufacturing a large part of our range in South Africa supports a chain of activity that adds massive value to the country's economy. This starts from the steel that we use, mined and refined locally, and continues with the thousands of jobs created in our factory and Customer Service Centres across South Africa as well as those in our suppliers' factories.

Around South Africa there are some 900 companies that support us and benefit from the products and services we provide – from our bankers and insurance companies to our material suppliers. This greater Bell family goes way beyond the people directly employed by Bell.

Our South Africa manufacturing and sales operations are both 51% black owned, so by investing in Bell products and services customers get quality local products and services, while benefitting from the best possible B-BBEE procurement score.







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.

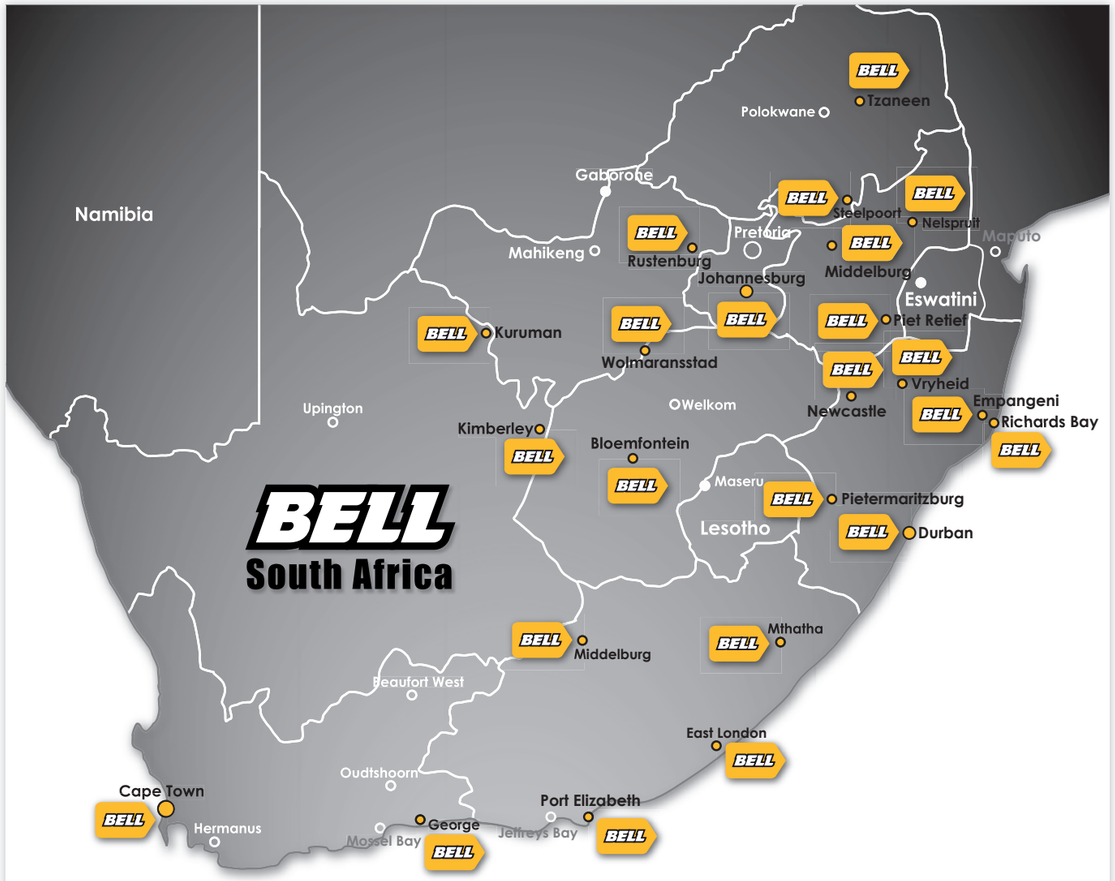






How we better meet your needs

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.



2000+
number of people we employ in South Africa

23
Bell service centres we have throughout South Africa

250
Service vehicles country wide

94%
Spare parts availability

A footprint that brings Bell to your doorstep

The group has invested heart and soul into the South Africa network of customer service centres to provide our customers with the strong, reliable support they rely on for the success of their operations. Strategically located close to our machine population, these centres are supported by the Head office located in Jet Park, Boksburg - giving Bell a dedicated focus on the unique composition of customers and industries around each centre"

Bell Equipment Sales, South Africa


Bell Equipment Sales South Africa, Jetpark



Bell Equipment Sales South Africa, Kuruman



Bell Equipment Sales South Africa, Nelspruit



Bell Equipment Sales South Africa, East London



Bell Equipment Sales South Africa, Rustenburg

Bell Equipment, South Africa

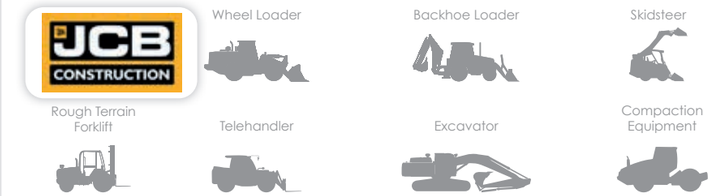


BELL Mining & Construction



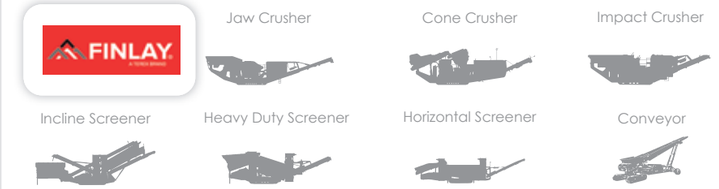


JCB CONSTRUCTION





FINLAY





KOBELCO





BELL Forestry & Agriculture





JCB AGRICULTURE











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:









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 40 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.





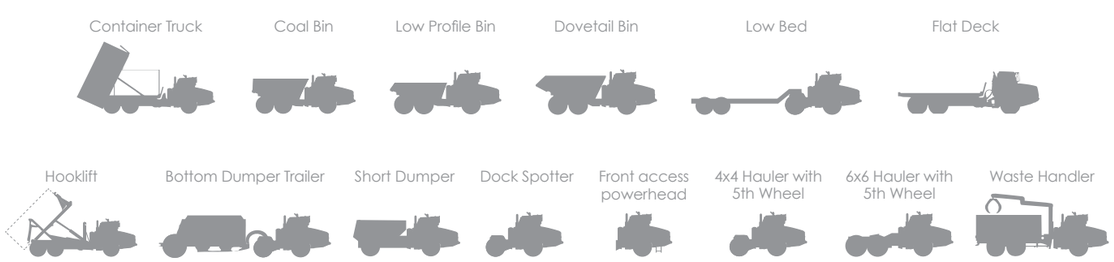




Filling a niche with Custom Equipment

Bell Equipment is skilled and experienced in designing and manufacturing specialised equipment to suit customers' specific requirements.

From custom-made bins, chassis, and implements to unique powerheads, Bell Equipment is ready to assist you with fitting your application with a custom OEM solution.







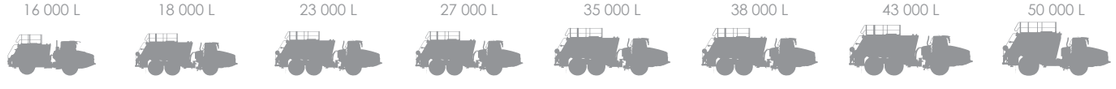


Water Tankers

Leveraging the base of the acclaimed Bell E-series ADT range, the Bell Water Tanker offering comprises eight tank sizes ranging from 16 000 litres to 50 000 litres, all of which are OEM designed to provide a fully integrated system with advanced capabilities.

Providing an ideal solution for dust suppression and firefighting duties in mining and construction operations, Bell Water Tankers can be customised to meet the customer's requirements with a variety of different options, which are complemented with the design of an in-cab control panel for all water tank functions.

16 000 L | 18 000 L | 23 000 L | 27 000 L | 35 000 L | 38 000 L | 43 000 L | 50 000 L









Motor Graders - superior grading made easy

Through innovative advances made in control, comfort, efficiency, and maintenance, the Bell Motor Grader creates a new standard for the grading industry. A smooth, and predictable response from the controls provides the precision required for fine grading, while a combination of industry-leading components ensures high power that is readily available at low speeds for heavy blading applications.

Superior productivity is accomplished by standardising on low maintenance and service-free components. For additional traction and functionality, each model has been designed from conception to provide a robust and reliable 6x6 configuration.

Ground-breaking technological advancements provide operational simplicity for operators to give dedicated focus to the grading requirements. These factors ensure a high-quality grade in a reduced amount of passes, and at a lower cost per pass.

G140 ECO | G140 | G140 6x6 | G160 | G160 6x6 | G200 | G200 6x6











JCB - globally acclaimed construction equipment

Recognised as one of the top three manufacturers of construction equipment globally, JCB is highly regarded for its product innovation, quality components, straightforward serviceability and machine build. The brand is synonymous with Backhoe Loaders and seven models of this versatile workhorse are available locally along with JCB Wheel Loaders ranging from 5t to 24t. All are highly productive compact machines with optimal power-to-weight ratios and impressive loading shovels.

Other construction equipment includes a range of Excavators 30-ton and below, JCB Rollers for soil and asphalt compaction, Telescopic Handlers, Skid Steer Loaders and Rough Terrain Forklifts to provide solutions for all material handling applications.

As the South African distributor of JCB construction equipment, Bell Equipment strives to provide the ultimate combination of premium products and a great distribution and support network.


Backhoe Loader


Wheel Loader


Telehandler


Skidsteer


Rough Terrain Forklift


Excavator


Compaction Equipment









Finlay - material processing experts

The Finlay range of mobile crushing, screening and conveyor equipment provides Bell with a quality acclaimed range of mobile material processing equipment for the construction, mining and recycling industries. The crusher range of cone, impact and jaw crushers are robust crushing plants proven in our harsh surface mining applications. The comprehensive range of screeners, which include scalping, horizontal and inclined screens, are complemented by two conveyor options, designed to provide customers with high quality material with continuous up time, site efficiency and operational cost reduction as a priority.


Conveyor


Jaw Crusher


Cone Crusher


Impact Crusher


Incline Screener


Heavy Duty Screener


Horizontal Screener









Tracked Excavators - leaders in efficiency and durability

Bell Equipment distributes and supports a premium range of excavators in the southern African region through an exclusive agreement with global excavator specialist, Kobelco Construction Machinery Co. Ltd, a division of Kobe Steel. As a leader in excavator innovation, the Kobelco value proposition philosophy is pursuing the enhancement of performance capacity and improved cost efficiency with due care for the environment. With this in mind, all Kobelco Excavators are designed with hydraulic efficiency, providing lowest fuel efficiency with class leading breakout force.

Fitted with premium hydraulic components, the Kobelco Excavator range has a simple and maintenance friendly design while providing best-in-class operator comfort. In addition, Bell Equipment provides professional and OEM approved conversions of Kobelco Excavators through its forestry and agriculture division.

SK55SRX



SK135SR



SK145XDLC-10



SK220XD



SK220XDLC



SK260LC



SK300LC



SK380XDLC



SK520XDLC



SK850LC









Versatile Tri-Wheelers - ageless agility

The Tri-Wheeler handling machine was Bell Equipment's founding invention and remains the lowest cost solution in many rough-terrain handling applications. The simple design effectively provides unrivalled manoeuvrability and economical operation, and helped to first associate the Bell brand with strong, reliable, quality products that continues today.

Whether it's the forklift models for industrial and agricultural applications or the all-round Versalift handler with quick changing implements, this versatile workhorse offers the perfect solution for a wide range of work.

Evolution to the current F-series has seen advancements in the critical areas of safety, ergonomics and reliability combine to improve productivity, while moving to a water-cooled engine has significantly reduced noise emission levels.

225F 3,5T Forklift



225F Versalift









Haulage Tractors - a Bell original to this day

Over 45 years of experience in designing and manufacturing purpose-built Haulage Tractors has enabled us to evolve this product to deliver the best features to our customers. Built from the ground up to match the extreme hauls they are expected to deal with, many of our older Haulage Tractors are still at work, some with over 100 000 hours on the clock. It means we probably over-designed them; tough for us, bonus for the owners.

The latest models continue to feature heavy duty construction with a full-length steel chassis and modular built-for-hauling components. Our Series V has a turbocharged, common rail 6,8l diesel powerplant and a superior cooling package to meet and exceed customer expectations.

1406A



1406AF



1736A



1736AF



2006AF









Agri Equipment - innovation for applications

Farming needs have changed over the decades, and we've responded with continuously innovating crop handling equipment. Designed to meet the demands of modern farming practices, they uphold the original philosophy and intent of Bell Equipment - to listen to our customers and innovate efficient, lowest-cost-per-tonne solutions.

The Tri-Wheeler cane-loader was Bell Equipment's first production machine which has continued to be a sought after product for general sugar cane handling and loading.

The UltECO6 Slew Loader provides a niche solution to harvesting operations that use the industry-leading controlled traffic method to reduce soil compaction. TThe CanePro successfully upsizes the concept of a tri-wheeled machine to provide an economical, high production unit suited to loading cane on large zones.

125F
Cane Loader



Cane Pro



UltECO6
Slew Loader









Timber Trucks - robust haulage

Bell Equipment's ability to create custom equipment to meet the specific needs of our customers has been fundamental to our growth and success. The Timber Truck originated from this vision and has rapidly become the favourite for timber haulage in the toughest terrains.

Leveraging on the ingenuity of the Bell ADT as a base, the Timber Truck provides the best-in-class fuel efficiency, performance, operator comfort and reliability. The Timber Forwarders build on these advantages by reducing loading times thanks to a rotatable seat with rear mounted controls and pedals inside the cab and a sky roof to easily view the crane.

TF302E Forwarder



TF403E Forwarder



TH302E Hauler



TH302E HP Hauler



TH403E Hauler



TH403EN Hauler









Forestry Equipment - meaningful mechanisation

Bell forestry equipment is purpose-built for forestry operations that require a simpler system with low capital outlay, and ultimately, lower cost per tonne. Since the advent of the Tri-Wheeler Logger in the 1960s every product is the result of customer input, wise guidance and youthful energy.

The Skogger timber extraction and loading machine can be fitted with a felling head and winch for greater versatility. Working in tandem with any felling machine, growers and contractors benefit from a well-balanced mechanised system that is economical and simple to run.

Like its agricultural counterpart, the LogPro is a new-age tri-wheeler that has been designed with enhanced safety, operator ergonomics and productivity in mind. Completing the offering is a range of robust grapples to provide a solution for all applications.

225F Logger



225F Telelogger



LogPro



Skogger









JCB - globally acclaimed agricultural equipment

JCB has been manufacturing agricultural equipment since the company was founded in 1945 and is recognised as a leading global manufacturer. The brand is synonymous with Backhoe Loaders and four models of this versatile workhorse are available locally along with four JCB Loadalls, which are specialised agricultural telehandlers to help farmers to lift higher, reach further, and work faster.

Completing the JCB Agriculture range in South Africa are two Wheel Loader models, in the 5t and 13t classes, as well as a Telescopic Wheel Loader and a versatile Skid Steer. Highly productive and compact, with optimal power-to-weigh ratios and impressive loading shovels for best-in-class performance, JCB Agriculture machines are invaluable for a wide variety of farming applications.

As the South African distributor of the JCB Agriculture range, Bell Equipment strives to provide the ultimate combination of premium products and a great distribution and support network.

Skidsteer



Telehandler



Wheel Loader



Backhoe Loader









Excavator Conversions – adapted for efficiency and versatility

Bell Equipment provides a professional and OEM approved approach to machine conversions in our pursuit to meet our customers' unique application needs. Excavator conversions for the whole stalk sugarcane and forestry industries are purpose-built using the finest components supplied by some of the world's most renowned manufacturers, with spare parts readily available off the shelf.

Moreover, versatility is guaranteed as bucket options can still be fitted to perform reliably as an Excavator.

Wheeled Conversion



Forestry Conversion









Attachments – durable performance

Bell Equipment's forestry attachments are purpose-built for a variety of carriers, delivering exceptional durability and efficiency in timber harvesting and woodyard operations. Constructed with hardened steel grab tines and oversized pins, our attachments minimise downtime with wear-resistant components and hassle-free maintenance.

Bell Grapples range from 0,36m² to 2,25m², are well-balanced to their carrier class.
Stem Grapples provide a secure grip on large-diameter logs with a 360° rotator for optimal placement.
For specialised tasks, the Cross-cut Grapple ensures precise cutting and sorting, while the Pickaroon is ideal for uprooting tree stumps.

Bell Felling Heads cater to clear fell and bunching operations, with the MT50FH dangle head offering flexible tree positioning and the MT50FHF fixed head providing controlled felling using an excavator's crowd cylinder function for a more controlled fell.

Processing Heads are optimised for eucalyptus harvesting with single-pass efficiency, and Shear Heads enable low-to-ground cutting for softwood applications.

Felling Heads



Grapples



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.

BELL SOUTH AFRICA

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Strong Reliable Machines
Strong Reliable Support

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