

## **PRESS RELEASE – USA**



### **Bell Equipment**

Date: April 26, 2013

Embargo: For immediate release

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## **Bell returns to U.S. market with new dealer network**

Bell Equipment, one of the world's leading manufacturers of Articulated Dump Trucks, is returning to the American market after more than a decade, with a new distribution network and the forthcoming launch of its new E-series range.

A joint venture between Bell and several renowned U.S. construction investors will see the creation of a new business – Bell Trucks America (BTA) – which will provide a robust, nationwide foundation for the re-entry to North America of the next generation of Bell Articulated Haulers.

The return of Bell to America comes after the ending of a licensing arrangement with John Deere, which saw Bell providing ADT Technology to the American market under the Deere brand. Through BTA, the comprehensive range of Bell Articulated Dump Trucks, including the world's largest ADT and backed up with first class support, will now be developed throughout the USA.

The range being launched by BTA includes its four largest Articulated Dump Trucks: the B35D, B40D, B45D and B50D. The formidable B50D is Bell Equipment's flagship machine, whose 50-tonne capacity makes it the largest available production Articulated Dump Trucks on the planet.

Bell will further cement its brand reputation in North America with the forthcoming introduction of its new E-series range, the next generation in Articulated Dump Trucks design and technology. The first machines in the E-series – the B25E and B35E – will be available in Europe in June 2013, and introduced into the North American market in January 2014.

Bell Trucks America will be based out of Houston and immediate plans are in place to expand the dealer network into strategically recognised territories. Mitch Nevins, one of the construction investors involved in the joint venture and CEO of BTA, confirms the scale of the company's plans.

"We are delighted to be forming this exciting alliance with Bell and we are confident that Bell Trucks America will quickly become a force in the industry. We all share the same customer-focused ethos in terms of after-sales and service, as well as the engineering know-how to meet the requirements of Bell Equipment's customers across the quarrying, mining and other construction sectors."

Bell will use its own company, Bell Equipment North America (BENA), to provide factory sales, technical and after-sales support across the whole North American distribution network. In addition to BTA, this includes Canada, where Bell has already forged an alliance with leading equipment manufacturer Wajax to operate Bell's dealership, servicing and parts network north of the border.

BENA is wholly owned by Bell Equipment South Africa and will be managed by Neville Paynter, who previously ran the company's operations in the United Kingdom. "The Bell brand is founded on providing strong reliable machines, backed up by strong reliable support," explains Neville Paynter. "We believe we have the right team and business model in place to deliver these qualities to the North American market."

Bell Trucks America is excited to announce the appointment of its first US dealer, Four Seasons Equipment, Inc. Four Seasons Equipment will represent Bell Equipment's ADTs in Texas, Louisiana and North Dakota.

Bell Equipment has built its global reputation on supplying the lowest cost per tonne Dump Trucks in terms of fuel efficiency and long term performance. Its technical innovation in terms of combining engine performance, on-board electronics and GPS-based fleet management software has led the field for many years.

Bell believes that the new relationships with BTA and Wajax will provide a robust foundation for its ongoing success and growth in the American markets, particularly in quarrying, mining and civil operations.

## **ENDS**

### **Caption**

Gary Bell (CEO: Bell Equipment), Mitch Nevins (CEO: Bell Trucks America) and Neville Paynter (MD: Bell Equipment North America) created excitement among American visitors to Bauma 2013, in Germany earlier this month by announcing the formation of Bell Trucks America to lead the return of Bell to the United States.

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