

Bell gets Canadian distributor

By [Mark Allix](#)

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South African heavy equipment manufacturer Bell Equipment has appointed Wajax Equipment as its distributor of Bell articulated dump trucks (ADTs) in Canada.

This is the Johannesburg-listed company's first step in re-launching its brand in the Americas after 12 years of providing product under another brand name. The estimated size of the Canadian market is about 500 units, or \$225m a year.

Wajax is a heavy equipment distributor with more than 32 locations across Canada. It sells Hitachi heavy construction and mining equipment as its core business. Hitachi is also Bell Equipment's distributor in the Asia-Pacific region.

"Canada is viewed as a strong ADT market, ranking in the top five largest ADT markets worldwide," Bell Equipment chief executive, Gary Bell, said.

He said Wajax distributed new and used branded equipment, engaging in parts supply, rental equipment, after sales customer support, and financing options.

Neville Paynter, managing director of Bell UK, who manages the Canadian territory, said Wajax would initially distribute the 35t to 50t range of ADTs until the beginning of January 2014, after which it would offer the complete range of Bell ADTs.

"This is the first time our Canadian customers will offer our 50t truck, the world's largest ADT," he said.

He said the vehicle had earned a "solid reputation" in harsh mining conditions in Africa and Europe over the past eight years.

The Canadian market would be supplied from Bell's German assembly plant and would comply with emission standards while maximising fuel savings.