

Financing partnership boosts Bell customers' competitive advantage

At CONEXPO 2017 Bell Equipment announced a new venture with leading global financial solutions partner, DLL, and the subsequent launch of Bell Equipment Capital, a finance division focused on structuring the most favorable finance options to further build on the competitive advantage of owning and operating Bell trucks.

"Bell Equipment has been in the heavy equipment game long enough to understand that to fully meet customers' needs and expectations requires more than just providing strong reliable machines and strong reliable support. Critical to customers' owning and operating costs, and ultimately their business success, is our understanding and ability to provide the best finance ownership and utilisation plans on our trucks," says President of Bell Equipment North America, Neville Paynter.

"The formation of Bell Equipment Capital comes as a result of three very successful years of working with DLL in North America where together we have facilitated many finance deals for customers to own Bell trucks. Our finance products and structures have made it possible for customers to realise lower finance rates with enhanced cash flow and tax benefits, enabling capital resources to remain intact."

The success of our regional finance agreement in the United States has enabled us to grow this into a global relationship and has given us a great

foundation to build upon," says Neal Garnett, President: Construction, Transportation & Industrial Global Business Unit at DLL. "Bell Equipment understands and values the seamless integration of financial solutions into its overall sales proposition, which enhances the customers' overall experience with Bell and its equipment."

Bell Equipment Capital exposes customers to a complete range of financing options for acquiring Bell trucks, including full payout loans, fixed price purchase options and tax or true leases. By providing flexible structures on all Bell products, customers can be in control of their specific business and capital requirements, which results in efficient and effective operating costs to meet their business goals and keep them as competitive in their business as possible.

For example, Bell Equipment Capital allows customers to upgrade to new and better equipment anytime during or at the end of the equipment contract term so that they can benefit from the latest equipment technology. Additionally, for

businesses tied to seasonal fluctuations, equipment agreements can be structured to provide seasonal payments when customers have income. For construction situations, payments can be tailored according to a business's fluctuating revenue stream with lower monthly payments when revenue drops, higher payments during peak times and the option to skip payments during exceptionally slow months.

Bell Equipment Capital's team of construction financing professionals is committed to offering proven industry experience wrapped around the highest level of service quality. "Pretty much what customers have come to experience with the Bell product offering," says Neville.

"There is no doubt that Bell ADTs offer customers the best value, reliability and quality experience in today's market. Bell Equipment Capital will now add to the overall customer experience of truck ownership, where 'best in class' is not just a phrase but another successful delivery from Bell," he concludes.



Bill Stephenson (CEO, DLL) and Gary Bell (Chief Executive, Bell Equipment) sign an agreement to officially launch a new venture focused on offering Bell customers around the globe a complete range of financing options for acquiring Bell trucks.



Bill Stephenson (CEO, DLL) and Mitch Nevins (President, BTA) shake hands following the launch of Bell Equipment Capital. Looking on are Leon Goosen (COO, Bell Equipment), Tom Meredith (COO, DLL) and Gary Bell (Chief Executive, Bell Equipment).

Strong Reliable Machines Strong Reliable Financing



Good reasons to choose Bell Equipment Capital:

- Flexible financial solutions • Hold on to your cash • Keep existing credit lines open
- Get a competitive edge • Enjoy tax benefits • Quick and easy

Contact your dedicated Bell Equipment Capital representative for more information:

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