

Safety doesn't happen by accident



At Bell safety is a major consideration during the design process of our ADTs and we take pride in achieving industry firsts and integrating the latest technology into our trucks.

Keyless Start, Standard Turbo Spin Protection, On-Board Weighing, Tip Safe, Neutral Park Brake, Downhill Speed Control, Hill Hold, Automatic Traction Control and Fleetm@tic® - all geared towards improving machine automation and self protection, to ultimately impact positively on machine and site safety.

BELL

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insight

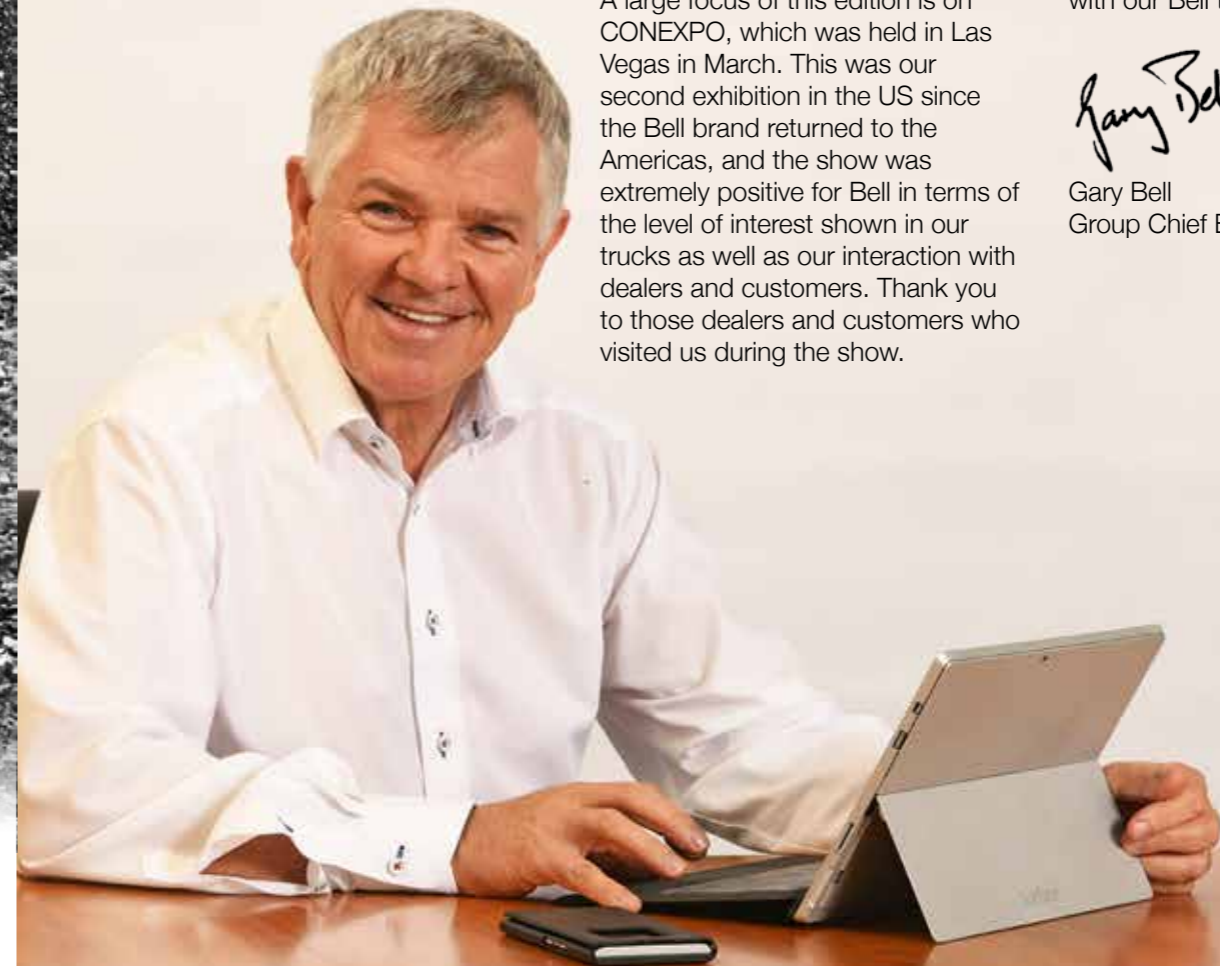
Welcome to the first edition of our new electronic magazine, The Bulletin - Global edition, which focuses solely on our Articulated Dump Trucks. Our aim is to deliver a high quality magazine with a global appeal by choosing a selection of customer stories from some of our major markets as well as news about our latest product and business developments.

A large focus of this edition is on CONEXPO, which was held in Las Vegas in March. This was our second exhibition in the US since the Bell brand returned to the Americas, and the show was extremely positive for Bell in terms of the level of interest shown in our trucks as well as our interaction with dealers and customers. Thank you to those dealers and customers who visited us during the show.

You will also read about the northern hemisphere introduction of our B20E Low Ground Pressure truck, a variant of our smaller 20 ton trucks that have historically been successful in South Africa.

In the coming editions we look forward to featuring more of our global customers and hope that you find it interesting to read about their businesses and their experiences with our Bell trucks.

Gary Bell
Group Chief Executive



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