Our growth path

Celebrating seventy two years of manufacturing in 2026, our value creation process over this time has seen the group grow its intellectual property, product range, global footprint, and reputation as a provider of quality heavy equipment. Milestone developments in our recent history include:

Use the QR code to view the complete timeline

2010
- Entry of the Series III haulage tractors.

2012
- Re entry into the Americas and appointment of distributors and dealers in the region.

2013
- Launch of the new small E series ADT.
- Terex Finlay grants Bell distribution rights.

2014
- 60 years in business, 50th anniversary of Bell tri wheeler and 40 years of ADT design and manufacture.
- Introduction of the B60D.

2015
- Series IV haulage tractors introduced.
- A two year investment is concluded into new upgraded CSCs in Middelburg, Nelspruit, Rustenburg and Kitwe, Zambia.

2016
- Large E series ADTs enter the market.

2017
- Kobelco excavators join southern African range.
- Completion of phase 2 expansion in Germany.
- BESSA is 30% black women owned following a BBBEE transaction.

2018
- Gary Bell becomes chairman.
- Phase 3 expansion in Germany commences.
- ALC is opened.

2019
- BECSA and BESSA conclude a BBBEE transaction and become 51% black owned.
- Phase 3 German expansion completed.

2021
- Tracked carrier range is launched in the US.
- New series V haulage tractors are introduced.
- BESSA takes on JCB dealership.

2022
- Tracked carrier introduced to Europe at Bauma.
- JCB Agriculture distributed alongside the Bell Forestry and Agriculture range in South Africa.

2023
- BECSA forms Bell Heavy Industries division.
- Ashley Bell appointed as CEO with effect from 1 January 2024.

2024
- Bell marks 70 years in business.
- The first autonomous ADT is launched in the UK.

2025
- Launch and start of production of the Bell Motor Grader range for non regulated markets.
- Introduction of the 200hp Bell Haulage Tractor.