



## Sasol wins the Bell Equipment lubricants supply contract

**RANDBURG, JOHANNESBURG** – South African fuels giant Sasol Oil has entered into a multi-million rand agreement to supply Bell Equipment with a tailor-made range of lubricants for the next five years.

Sasol will supply various types of lubricants to Bell in an innovative "private label" deal appropriately called Bell Lubricants. The exclusive "Bell" lubricants range will be utilized by Bell's Richards Bay manufacturing facility. The same products will also be distributed to and sold by Bell dealerships focused on the equipment after-sales market.

"Sasol's advancements in product development have enabled us to design and manufacture a range of lubricants which are specific to Bell Equipment's machinery and operational requirements. We are proud to be able to provide unique business solutions to a global company with its roots in South Africa such as Bell. Sasol will support this business partnership with further extensive research and development initiatives in order to continuously supply Bell with high quality lubricants," said Sasol Oil managing director, Maurice Radebe.

The contract includes supply to Bell Equipment in South Africa and several other Southern African states. This will be followed by an implementation plan into Europe and other countries globally.

According to Bell Equipment Group Chief Executive, Gary Bell the partnership with Sasol Oil is the coming together of two strong South African companies. "From a Bell perspective, we are proud to be associated with a company such as Sasol Oil because, like Bell Equipment, it is committed to investing in research and development in order to offer the highest quality products. The alignment of our products means that our customers and their machines will benefit from top-end lubricants, which are necessary for the tough conditions in which the Bell machines are required to work."

"This partnership has many far-reaching benefits. By supporting South African products we are also helping to grow decent job opportunities locally and support our national economy. Bell Equipment also strives to add value for our customers and our range of Bell lubricants is just another way in which we aim to provide aftermarket value. By improving our economies of scale we will be able to offer customers the lowest cost per tonne equipment solutions and reduced cost per litre lubricant options as well."

Sasol Oil is responsible for the marketing of Sasol's liquid fuels and lubricants, manufactured by SSF (Sasol Synthetic Fuels), the crude oil refinery Natref (National Petroleum Refiners of South Africa) and the ESA lubricants blend plant in Durban.

Bell Equipment is a South African-based company that manufactures and distributes earthmoving equipment with operations in South Africa, as well as Africa, Europe and Australasia.

