

## Rokbak celebrates three years of high-quality hauling and positive growth

**In September 2021, the Rokbak brand was born. Three years later, its distinctive articulated haulers can be found all over the world. Here, three team members discuss their own reflections on the journey so far and celebrate some of the company's defining features.**

September 2021 was a notable month. Cristiano Ronaldo became the all-time leading goal scorer for men's national football teams. SpaceX launched the first all-civilian spaceflight. And the U.S. recorded its lowest-ever levels of people living in poverty. But in Motherwell, Scotland, the celebrations were centred around something altogether more groundbreaking: the launch of the [Rokbak](#) brand.

Since rebranding three years ago, the Scottish articulated hauler manufacturer has carved out a unique identity based around robust and reliable products, an unwavering commitment to customers and an instantly recognisable brand.

"We had a solid product line at the time of launch, but introducing any new brand has an element of risk," says Jacqueline Reid, Rokbak Head of Marketing, Communications and Product Management. "However, we had great support from [Volvo Group](#) and a clear understanding of who we are and what we stand for, so we were able to create something that perfectly encapsulates our company, our people and our products. And since we launched our customer focus areas, we've been able to evolve that even further."

### Getting started

Launching the Rokbak brand proved a huge success and led to five accolades at the [Marketing Society Star Awards 2022](#). The company has gone on to become a leading name in articulated dump trucks in just three years, with its distinctive machines delivering productive and profitable performance to customers worldwide, in demanding applications such as construction, quarrying and mining.

"We set out to create something that not only we could be proud of but that others would be proud to represent," adds Robert Franklin, Director of Sales for the Americas. "Three years later, we have a strong brand, a strong team and a growing dealer network, all with a positive outlook on the future."

In fact, North America has been one of the biggest success stories for Rokbak. It was here that the company's first machines were delivered in 2021, with [a pair of RA30s sold](#) to earthmoving, utility and clearing company Linco Construction of Houston, Texas, via [Easton Sales and Rentals](#).

Since then, both [RA30](#) and [RA40](#) models have provided excellent performance in all hauling conditions to customers around the world. From muddy terrain to slippery slopes, from scorching heat to sub-zero conditions, these trucks are moving earth and materials in the

UK, Ireland, France and Germany, and on to Indonesia, Papua New Guinea, Australia and New Zealand.

“We’re proud of the market image and enthusiasm generated by the Rokbak brand,” says Scott Pollock, Senior Product Manager. “Our team members and external partners embraced the opportunities it presented, fostering stronger relationships and delivering a more solidified market presence.”

### **Setting itself apart**

Rokbak's success is rooted in its commitment to customers, which emphasises close collaboration with dealers and building personal partnerships with end users and owners. This strategy has been a cornerstone of Rokbak’s growth, with its dealer network expanding as the brand’s reputation continues to grow and customer satisfaction increases.

“We’re fortunate to benefit from strong word-of-mouth referrals and have a wide range of customers and dealers who have a positive view of Rokbak,” says Robert. “We’ve had several third-party approaches to work with us due to this. We have a different approach to others, and customers have confidence that their dealer has solid support from the OEM.”

Rokbak’s culture of openness extends to its Motherwell facility where it regularly welcomes dealers, customers and operators to tour the factory, take a training session or catch up with colleagues.

### **‘Bak to the future**

Ambitious goals were set for Rokbak prior to its launch, which the company has not only met, but exceeded, including in sustainability, as Jacqueline explains:

“Rokbak has introduced clearer communications and built a stronger dealer network. We’ve also improved our product sustainability through reduced fuel consumption and adapting to alternative fuels such as HVO. We’re increasing the time between maintenance intervals, to keep uptime high and reduce material disposal to further reduce our impact on the environment.

“It’s amazing to think how far we’ve come in three years. We have the tools and the people to prepare us for future growth too. We’re always moving forward, and already looking forward to the next three years.”

**Ends.**

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#### **ABOUT ROKBAK**

Rokbak is a manufacturer of off-highway articulated haulers that are used in mining, quarrying, and construction applications around the world. A member of the Volvo Group and headquartered in Motherwell, Scotland, UK, Rokbak has two models of articulated haulers, with payloads ranging from 28 to 38 tonnes (30.9 to 41.9 US tons).

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