

Rokbak enjoys success at AED 2022 and looks ahead to a busy year

Rokbak was a major presence at this year's Associated Equipment Distributors (AED) Summit event, held in Florida, US, 17-19 January. The company met with potential and existing dealers as it prepares for one of its busiest years in recent history.



Left to right – ICP dealers John Hunter, Dan Meara and Manuel Nemer; ICP owner Flavio Travano; also Paul Douglas, Jacqueline Reid, Guy Wilson and Robert Franklin, from Rokbak.

Rokbak's team, including Managing Director Paul Douglas, attended this year's AED Summit at Disney's Orlando Coronado Springs Resort. With a healthy order backlog in North America and amid universal praise for the company's new-look haulers, Rokbak used the opportunity to meet with its North American dealers, updating them on a very successful 2021 following the business rebrand last September.

There were also discussions around the company's plans to expand across North America in 2022, as both Rokbak and the construction industry prepare [for high levels of demand](#).

Paul Douglas, Managing Director, Rokbak, said:

“North America has always been a strong market for us, but following the rebrand we've seen accelerated demand so we're looking to do even better in 2022. There has been so much interest in our products here, for the strength, reliability and effectiveness they bring to

projects so we're rolling out an exciting new plan to ensure our customers can add Rokbak haulers to their projects.

"The AED Summit is an important feature of the North American equipment industry's annual calendar and it provided us a great opportunity to meet with new and existing dealers. We already have some great partners in place, and we are aiming to build our representation in 2022 in the territories where we see opportunities for growth."

During the Summit, Rokbak's team also met and dined with dealers Shafer Equipment, Rasmussen, Easton and RECO Equipment. In addition to staging individual meetings with partners, the 2022 AED Summit provided an opportunity for Rokbak's team to network with fellow industry colleagues and attend conference sessions on the latest trends in equipment ownership, retail and management.

For the Summit's closing night dinner Rokbak was a Gold Sponsor, giving the company and its dealers a VIP presence at the gala event, which included a speech from special guest, former US Vice President, Mike Pence. Mr Pence was later joined on stage by AED President and CEO Brian P. McGuire for a question-and-answer session with summit attendees.



Paul Douglas, Managing Director, Rokbak, pictured meeting former US Vice President, Mike Pence at the AED Summit.

The AED Summit is an annual convention designed specifically for equipment distributors that aims to advance the industry through networking, education and leadership. It is organised by AED, an international trade association representing companies involved in the distribution, rental and support of equipment used in construction, mining, forestry, power generation, agriculture and industrial applications.

Ends.

CONTACT:

Jacqueline Reid

Rokbak

Tel: int +44 (0) 1698 503 161

Email: press@rokbak.com

Ben Shaw

SE10

Tel: int +65 9299 5192

Email: ben.shaw@se10.com

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).

rokbak.com