

# ROKBAK

## Inside the Rokbak US dealer conference

**Rokbak brought together its North American dealers to celebrate the brand's successful first year, look to the future and discuss everything from customer feedback to plans for growth and the company's strategy.**

A year on from [Rokbak's](#) launch, the company's dealer conference in Charleston, South Carolina, brought together dealers from the US, Canada and the Dominican Republic. Held at the end of September and attended by around 60 guests, the event allowed for positive reflection on US market growth – where the demand for Rokbak's articulated haulers continues to go from strength to strength. This was underlined by over 40 orders being placed for the [RA30](#) and [RA40](#) articulated haulers at the event.

During the conference, [Rokbak's Managing Director, Paul Douglas](#), and his leadership team discussed the brand's successful first year, the company's products and strategy, and looked ahead to 2023 when Rokbak will exhibit at CONEXPO-CON/AGG – North America's largest construction trade show. In breakout sessions, the dealers and Rokbak team shared best practice and customer feedback. There was an RA30 articulated hauler at the event, courtesy of Rokbak dealer Hills Machinery, and product walkaround sessions highlighted the machine's features and customer benefits.

"The Charleston dealer conference was an occasion to celebrate the hard work that has created a successful first year for Rokbak, as well as to look forward to a prosperous future alongside our dealer partners," says Paul. "We organised the event to share our strategy and plans with our dealers, so they could understand how to best play their part. It was a great opportunity for us to get valuable dealer feedback and strengthen relationships."

### **Prioritising customer support**

Since the rebrand, Rokbak has laid down distinctive tracks in the US market and the company will continue to expand its dealer network to better support customers. This year it has already added [ProSource Machinery](#) to provide representation across Colorado and Montana, [State Tractor & Equipment](#) to serve Kansas and Missouri and [TraxPlus](#) to cover Louisiana and Mississippi.

"The Rokbak dealer conference was exceptionally well thought out," says Eric Marburger, Managing Director and Vice President of Rokbak dealer GT Mid Atlantic. "It was a very nice blend of in-depth information to help our dealership sell and support the brand with plenty of fun getting to know the Rokbak personnel and other dealer attendees."

### **Strong American market**

In 2021 the total global articulated hauler market was around 8,200 units and this year it is predicted to be as high as 9,000. It is estimated to be worth \$6.0 billion and is forecast to surpass \$10.9 billion in the next decade.

“The US is leading articulated hauler demand with huge infrastructure spend,” says Robert Franklin, Rokbak’s Director of Sales – Americas. “There is significant construction activity around house and road building and North American customers currently account for about half of the total market. With this in mind, it was great to hear such positive feedback about the new Rokbak brand, as well as the performance and reliability of the machines. We are thankful for the loyalty and support of our customers and dealers in North America and worldwide.”

**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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