



PRESS RELEASE

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Rokbak RA30 and RA40 will impress the crowds at CONEXPO

Rokbak is bringing a pair of its haulers and a strong team to CONEXPO in Las Vegas to show exactly how the brand has become a major mover in both the US and global market.

[Rokbak](#) haulers will be on display for the first time ever at a North American tradeshow when the [RA30](#) and [RA40](#) arrive at [CONEXPO 2023](#) in Las Vegas, Nevada, from March 14th-18th.

The Scottish articulated hauler manufacturer is bringing both models to the largest construction show in North America, providing attendees with the chance to get up close and personal with the earth-moving machines and demonstrate exactly how they can offer grounded 'Rok-solid' performance Stateside.

"We cannot wait to get back to CONEXPO and give the RA30 and RA40 pride of place on our stand," says [Paul Douglas, Managing Director of Rokbak](#). "We're looking forward to getting as many attendees interacting with what we've got lined up as possible, as well as introducing people to our knowledgeable team who are keen to show off our robust and hardworking haulers. Rokbak will be there to show customers first-hand the quality our machines and why we've become known as one of the most reliable and trusted articulated hauler manufacturers in the market."

The strength of the Volvo Group

Rokbak will be located at Booth F8926 in the Festival Grounds, together with fellow [Volvo Group](#) companies [Volvo Construction Equipment](#) and [Volvo Penta](#).

CONEXPO will be the perfect opportunity to highlight the machines' abilities to benefit construction projects, talk to customers about how the haulers deliver new benchmarks in both performance and total cost of ownership, and reinforce the company's commitment to sustainability and journey to net-zero as part of the Volvo Group.

With sustainability in mind, the Rokbak event booth materials are all recycled or reusable. Two 40ft customised shipping containers, adorned in the recognisable Rokbak aesthetic, will be used for meeting rooms and product information displays. Following the event, these will be shipped back to Motherwell for reuse at future events.

Product experts will be ready and waiting to discuss the technical capabilities and key aspects of the haulers, welcoming everyone to the booth where there will be merchandise giveaways and competition prizes up for grabs throughout the event – as well as plenty of refreshments.

Robust and reliable haulers

“Rokbak is seeing huge demand for its RA30 and RA40 articulated haulers in the US,” says Robert Franklin, Rokbak’s Director of Sales – Americas. “The US is leading articulated hauler demand globally with huge infrastructure spend. There is a lot of construction activity at the moment around house and road building, so we are keen to meet with customers and potential customers at CONEXPO and discuss how the RA30 and RA40 can help with these projects.”

It was to the USA that Motherwell-based Rokbak’s first sand-coloured machines were delivered following the [rebrand in September 2021](#), with [a pair of RA30s sold](#) to earthmoving, utility and clearing company Linco Construction of Houston, Texas, via [Easton Sales and Rentals](#), to assist with earthworks, underground utility and clearing work. Most US dealers went on to confirm orders within the first few months.

For more information on Rokbak at CONEXPO, visit the Rokbak CONEXPO web page [here](#).

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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).

rokbak.com