

ROKBAK

PRESS RELEASE
March 2023

Rokbak connects with the crowds and customers at CONEXPO

Rokbak is presenting both its RA30 and RA40 at CONEXPO this week and is using its presence at the show to discuss innovations, connected services, efficiencies and sustainability with attendees, as the Scottish articulated hauler manufacturer looks to the future.

The [Rokbak RA30](#) and [RA40](#) haulers are on display for the first time ever at a North American tradeshow this week at [CONEXPO 2023](#) in Las Vegas. Since rebranding as Rokbak, the company is seeing huge demand for its articulated haulers in North America, with up to 60% of the machines that leave the Motherwell factory currently heading across the Atlantic. And this is definitely something that the team are experiencing at the show too – with customers, dealers and attendees from North America, EMEA and APAC keen to get up close to the new machines and find out more.

Four product focus areas

Rokbak is using CONEXPO to highlight four connected product focus areas – innovation, sustainability, connected services and efficiencies – that will shape the company's development journey and have been created from customer feedback, market research, technology advancements and product performance improvements. The four themes encompass everything from future product developments, such as a next generation cab with higher levels of operator comfort and a modern ergonomic layout, to helping machine owners manage total cost of ownership with Rokbak's improved [Haul Track](#) telematics system.

“We have a clear roadmap on future product development and it's great to talk about our plans with our customers and dealers and get their feedback,” says [Paul Douglas](#), Managing Director of Rokbak. “After all, they are the ones that guide our product strategy. It has also been nice to hear such positive feedback about our new brand, as well as the performance, reliability and colour of the RA30 and RA40 haulers. For some people, it's the first time they've seen the haulers in real life and their responses are incredible.”

Strong demand in North America

The US is leading articulated hauler demand with huge infrastructure spend and a lot of construction activity around house and road building. The total articulated hauler market for North America is usually around 3,500 units, with 2022 closing out with an expectation-defying 4,000 units. North American customers currently account for nearly half of the total market, which was just over 9,000 units in 2022.

“Our Rokbak haulers are working in clearance, aggregates, housing, even in the energy sector,” says [Robert Franklin](#), Director of Sales – Americas. “We're seeing a lot of our

machines in quarries and on infrastructure jobs, making improvements to existing roads. Then there's a lot of other dirt work, with assistance installing power lines and putting in new roads and highways.

"We've had a lot of interest in our Rokbak machines out on the West Coast and then through the south, across Florida, through Georgia into Alabama territory, and up into different parts of Canada. North America is a strong, healthy market for articulated haulers, and we've got a good, fair share of it.

"What we've also observed in the North American market is that used equipment has been in such high demand, our dealers have been selling off a lot of their original machines from their rental fleet. This means that the dealers obviously need to buy replacements for those rental fleet units. Currently the market is extremely strong and no-one's slowing down. The future's looking bright."

The strength of the Volvo Group

Part of the [Volvo Group](#), Rokbak is located at Booth F8926 in the Festival Grounds together with [Volvo Construction Equipment](#) and [Volvo Penta](#). Product experts are at the booth discussing the technical capabilities and key aspects of the haulers, highlighting how the RA30 and RA40 can help benefit construction projects and deliver new benchmarks in both performance and total cost of ownership.

Ends.

More information

Visit the Rokbak team at CONEXPO 2023 at Booth F8926 in Las Vegas, US, from March 14th-18th. 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).

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