

Rokbak awards its top dealers of the year

Rokbak's Dealer of the Year award has been expanded to include four categories, which saw dealers from the UK, Europe, North America and Australia recognised for their efforts in supporting the articulated hauler manufacturer's global growth.

[Rokbak's](#) Dealer of the Year award had a twist in its most recent celebration of exceptional efforts within its dealer network. This time round, there were four categories – marking an expansion of the awards to acknowledge the different contributions dealers have made in the last year.

The awards celebrated the achievements of [Molson Group](#), [Porter Group](#), [AUSTRO Baumaschinen](#) and [Easton Sales & Rentals](#). Three of the awards were presented in person at a special dealer event during March's CONEXPO 2023 in Las Vegas, where Rokbak exhibited both its [RA30](#) and [RA40 for the first time](#) at a North American tradeshow.

Molson Group was presented with the Dealer of the Year award for Highest Global Volume for 2022. The UK's largest independent new and used equipment specialist became a Rokbak dealer towards the end of 2019, and its customer-focused approach has chimed perfectly with Rokbak's values.

Porter Group of Adelaide, Australia, was on hand to receive Global Parts Dealer of the Year, while Easton Sales & Rentals was declared Rokbak's North American Dealer of the Year. It was via Easton that Rokbak's first sand-coloured machines were delivered to the USA following the Rokbak [rebrand in September 2021](#). Around 60% of the machines that leave Rokbak's Motherwell facility in Scotland are currently delivered to customers in North America.

"Our Rokbak Dealer of the Year award is a testament to our team's commitment to providing top-of-the-line, heavy equipment solutions and exceptional customer service," says Jeff Udelson, Managing Principle of Easton Sales and Rentals. "We are incredibly grateful to our loyal customers who trust us to deliver the best equipment for their needs, and to Rokbak for recognising our efforts. Here's to another year of pushing boundaries and exceeding expectations!"

Following the dealer event at CONEXPO, Rokbak EMEA Regional Sales Manager [Kenny Price](#) presented AUSTRO Baumaschinen with its Dealer of the Year award for Highest Global Market Share.

The awards follow a successful period for Rokbak, with strong growth and huge demand for the company's RA30 and RA40 articulated haulers.

"We are privileged to work with experienced dealers that have excellent market, product and application knowledge," says Rokbak Global Sales Director [Guy Wilson](#). "Our Dealer of the Year awards highlight this exceptional performance and allow us to show our gratitude to those who go the extra mile and help propel Rokbak upwards. All our dealers are committed

to delivering the best products together with the best customer support, and together we are looking forward to another successful year.”

Ends.

CONTACT:

Jacqueline Reid

Rokbak

Tel: int +44 (0) 7736117456

Email: press@rokbak.com

Charlie Williams

SE10

Tel: int +44 (0) 7891056421

Email: Charlie.williams@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).

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