

## Balmoral Show boosts Rokbak brand in Northern Ireland

**Rokbak is proudly displaying its RA40 articulated hauler alongside its long-term dealer for Northern Ireland, Sleator Plant, at the Balmoral Show near Belfast.**

Northern Ireland's largest agri-food event has become the latest stop for Rokbak to demonstrate the power and potential of the [RA40](#), as well as meet first-hand with a growing customer base in the region.

The Scottish articulated hauler manufacturer has joined its trusted Northern Ireland dealer [Sleator Plant](#) at the [Balmoral Show 2023](#), with the RA40 articulated hauler taking centre stage at Outdoor Stand D8 across the four-day event.

Visitors to the stand can get up close to the RA40 and speak to both Rokbak and Sleator Plant product experts to discuss the technical capabilities and key aspects of the haulers.

"Our customer base in Northern Ireland is growing and we at Rokbak appreciate this expanding market across the Irish Sea," says Rokbak Regional Sales Manager [Kenny Price](#). "Sleator Plant is a highly respected and dependable dealer that offers excellent customer service. We are proud to join the team on their stand and present the RA40 to existing and future customers.

"We're here to show exactly how the RA40 can help benefit projects in Northern Ireland and deliver exceptional standards in both performance and total cost of ownership."

### **Strong demand in Northern Ireland**

Sleator Plant specialises in the supply of machinery to the construction and material rehandling sectors, with a focus on innovation, quality engineering and value for money. The company provides high-quality, responsive service and reliable parts availability for Rokbak customers across Northern Ireland.

Sleator Plant has helped exhibit Rokbak articulated haulers at the last three Balmoral shows, stemming back to September 2021, around the same time that [the Rokbak rebrand was first unveiled](#). On that occasion, Sleator Plant won Best Trade Stand for its equipment display.

"It's fantastic to be able to demonstrate a Rokbak articulated hauler for the third year running at the Balmoral Show," says [Aaron McCaul, General Manager at Sleator](#)

[Plant](#). “We’re seeing increased interest and awareness of the brand year on year, and there has been an uptick in demand for Rokbak haulers in Northern Ireland.

“The face-to-face interactions we enjoy at these events have already demonstrated to us how the recognisability of the Rokbak colouring and aesthetic has grown in such a short space of time.”

### **Focus on the RA40**

Arriving in a straight-to-the-point sand-coloured palette, the 38 tonne (41.9 US ton) RA40 is a heavy-duty articulated hauler that makes light work of large-scale quarry, mine and construction jobs. Offering high capacity and performance, the RA40 delivers cost-effective productivity in the toughest conditions and roughest sites, from quarries and infrastructure developments to commercial construction projects. The RA40’s transmission and high-performance engine maximise fuel efficiency, offer operator comfort and deliver power when needed. The modulating transmission retarder is coupled with an efficient exhaust brake and fully enclosed oil-cooled multidisc brakes for total control – even on steep inclines.

For the European market, it features the latest EU Stage V emissions-compliant engine, boasting up to a 7% improvement in fuel efficiency compared to older EU Stage IV engines.

Hosted by the Royal Ulster Agricultural Society, Balmoral Show takes place at Balmoral Park near Lisburn, south-west of Belfast, between May 10 – 13, 2023.

**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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