



PRESS RELEASE

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Rokbak expands US dealer network

Scottish articulated hauler manufacturer Rokbak continues to grow its dealer network in the US with a new partnership with Alpha & Omega Equipment Sales and Rental.

[Rokbak](#) has further expanded its US dealer network by partnering with [Alpha & Omega Equipment Sales and Rental](#) – one of Texas' leading providers of construction equipment. This new partnership supports Rokbak's expansion plans, reinforces its commitment to customers and strengthens its presence in this important market.

Alpha & Omega will bring both the [RA30](#) and [RA40](#) to its customers in Lubbock and Midland-Odessa, Texas, who work in industries including construction and mining.

"Rokbak haulers complement our current construction equipment lines," says Jackie Johnson Sr., CEO of Alpha & Omega. "The trucks look great and there's a real quality to the build."

"In Texas, there is over \$35 billion of infrastructure projects that will be awarded in the next two quarters. We've already had multiple requests for these haulers and we're confident that the RA30 and RA40 will contribute to the success of our customers' projects and allow us to enter new markets – such as the infrastructure industry."

USA leads demand

Around 60% of the machines that leave Rokbak's Motherwell factory head across the Atlantic to customers in America. The US is leading articulated hauler demand with huge infrastructure spend and significant 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.

"As we've seen in multiple territories, the Rokbak rebrand has led to accelerated demand in North America," says Rokbak Regional Sales Manager Dan Meara. "And with that level of interest in our products, expanding our dealer network and partnering with reputable dealers like Alpha & Omega is key to getting our haulers working for even more customers."

“Like Rokbak, the Alpha & Omega team is committed to excellent customer service and support. Rokbak customers will benefit from the complementary product lines Alpha & Omega provides, such as excavators, as well as the company’s high standards and dependability.”

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).

rokbak.com