



PRESS RELEASE
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Rokbak support for APAC and Oceania customers and dealers

Australia and Indonesia are in the top ten markets for articulated hauler global market sales. Rokbak Regional Business Manager Lee Irving explains why aftersales support is so important in these countries as well as in the APAC region in general.

The Asia-Pacific (APAC) and Oceania regions encompass an important territory for [Rokbak](#). Today, thousands of miles away from the Scottish articulated hauler manufacturer's factory in Motherwell, Scotland, Rokbak trucks are busy working in construction, infrastructure, quarry and mining operations on challenging sites across countries such as New Zealand, New Caledonia and Papua New Guinea.

Australia and Indonesia are the regional heavyweights, with both markets firmly placed in the top ten for ADT global market sales. Rokbak market share here in APAC and Oceania has increased significantly year on year since the rebrand, increasing 161% from 2021 to 2023.

With repeat unit orders and new customers opting for Rokbak trucks, 2023 saw big truck deliveries including 20 units to an Indonesian mine and 22 to an Australian infrastructure project, with customers and operators praising the trucks' performance, comfort and low fuel consumption.

Support in the Southern Hemisphere

The sheer land size in these markets often means Rokbak trucks are working in remote locations. Long working hours, expansive sites and challenging terrain that is often found in this part of the world means that high performance and reliability are non-negotiable, and that the trucks need to be operated correctly, as well as serviced, maintained and supported.

Having a strong dealer partner that holds a healthy spare parts stock in-country helps ease any spare parts concerns customers may have. From a technical perspective, dealers know they also have a Rokbak customer support manager on hand for any technical support and training.

“The fact that Rokbak has dedicated sales and aftermarket support based in the APAC region is critical and very much appreciated by our customers and dealers,” explains Rokbak Regional Business Manager Lee Irving. “We are working with multiple time zones and it’s not only about assisting new sales and new fleets of trucks – we have many older machines working in the region that we also support. Customers are dependent on these trucks, and we’re adaptable and ready to support them and our dealers whenever they need us.

“Since we became Rokbak in September 2021, we’ve generated a lot of interest and have been received positively across APAC and Oceania. Customers like the fact that both the Rokbak [RA30](#) and [RA40](#) ADTs are durable, powerful, easy to operate, comfortable and reliable. We are continuing to look at regional expansion with the right reliable and trusted business partners.”

Uptime Down Under

Originally from England, Lee’s home is now Perth, the capital and largest city of Western Australia. Perth provides excellent access to Southeast Asia, Oceania and the rest of Australia for Lee to best serve Rokbak dealers and customers, with other Rokbak APAC territories including Hong Kong, Thailand and the Philippines. The diversity of locations where RA30 and RA40 articulated haulers are now operating means a full calendar that takes Lee on the road and overseas across multiple time zones.

“Those are the joys of job – we can be in a major city on one visit and then the next we can be on a remote job site that takes a full day to get to,” explains Lee. “It’s exciting. Fundamentally, job site visits are as important as the initial sale. We’ll go wherever Rokbak dealers and customers require support. We’ll gather operator and job site manager feedback, offer on-the-spot recommendations and get to see first-hand the dealer and customer appreciation for OEM support.”

Lee now has close to 30 years’ experience in the industry, working his way up from the factory floor to Regional Business Manager. He arrived in Australia with his family in January 2013 as a business development manager with Terex Corporation, which became part of the [Volvo Group](#) in 2014, and was rebranded to Rokbak in September 2021.

“We are supporting dealers and our customers across a vast part of the world,” concludes Lee. “That means you can find yourself on a call and the next thing you know you’re on the plane to Jakarta, Kalgoorlie or Kalimantan.

“Customers want to be reassured that they have both the local dealer and Rokbak support behind them, and that you’re dependable. That is what we do and that is what Rokbak offers.”

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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