

Finding the right finance option for ADT customers

Ever wondered how construction companies buy fleets of equipment worth millions of pounds? Rokbak Customer Finance and Risk Specialist Jennifer Devlin gives an inside view on how the equipment financing industry works and shares tips on how to get what you need for your operation.

For heavy machinery dealers and customers in construction, mining and other industries, financing options are essential to acquire the right equipment and grow their businesses.

While upfront payments are always an option, buyers seeking to improve cash flow management or those lacking immediate access to funds choose to explore alternative finance methods for their equipment needs.

“Equipment leasing and financing offer several advantages for businesses, such as the preservation of capital and opening up new trading opportunities which may otherwise be impossible, particularly in new territories,” explains [Jennifer Devlin](#), Customer Finance and Risk Specialist for articulated hauler manufacturer [Rokbak](#), whose role it is to investigate different options to finance such arrangements and mitigate risks. “Solutions from companies such as [Volvo Financial Services](#) (VFS) – the financial services arm of the [Volvo Group](#) – can provide financial arrangements for businesses to lease equipment for a specified period in exchange for regular payments. These are popular options and valuable tools for businesses requiring one or more trucks, allowing companies to acquire the equipment they need – without large upfront purchasing expenses – while maintaining their cash flow.”

A strategic move

Over the last few years, asset financing has seen significant market growth, with companies embracing the industry as a strategic move to procure essential equipment vital for maintaining competitiveness. The number of businesses in the financial leasing industry in the UK [grew 1.3% per year on average over the five years between 2018 and 2023](#), while helping commercial businesses, non-profit and government organisations acquire the equipment they need is now a \$1 trillion industry in the US according to the [Equipment Leasing and Finance Association](#).

“At Rokbak, we typically use a supplier credit structure supported by our export credit and private insurance partners to assist dealers or end-customers in securing credit lines,” says Jennifer. “Fundamentally, we are helping find solutions that offer an alternative source of finance and provide greater options to our customers and dealers.

“A dealer or end-customer may already have well-established bank lines of their own, but finding alternative lines can mean more flexibility and being less reliant on local markets,” adds Jennifer. “We see customers using their existing credit lines for their day-to-day operations and a supplier credit line for their ADT purchases.”

A personal approach to financing

Today, Rokbak haulers operate all over the world, from America to Australia and Ireland to Indonesia. Length of credit can be subject to regional regulations and mitigating factors including currency exchanges and the stability of local markets. In certain regions, the purchasing or leasing of Rokbak haulers can be supported by VFS, which provides a range of financial solutions primarily tailored to customers of Volvo Group's products, offering financing, insurance, leasing, service contracts and asset management.

“At Rokbak, the options we help provide are tailored to each dealer and end-customer by examining individual situations,” concludes Jennifer. “There isn’t a brochure or an off-the-shelf option. Instead, we take a personal approach and assure any prospective partner that we are approachable, negotiable, and adaptable. There’s always a conversation to be had.

“By exploring a range of financing options, personalised solutions and ongoing support, Rokbak articulated hauler customers and dealers are achieving their growth objectives and optimising their operations.”

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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