



PRESS RELEASE

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## Looking back on three years since the delivery of Rokbak #1

**In 2021, Easton Sales and Rentals became the first company to take delivery of a Rokbak truck. Fast forward three years and the US dealer is still enjoying its partnership with the Scottish articulated hauler manufacturer, calling it “one of the best decisions we’ve ever made”.**

Houston, Texas, has been the focal point for some of the world’s most significant space launches. In 2021, it was the site of another significant launch, only this time earth-bound: – the introduction of the very first [Rokbak](#) articulated hauler.

After the Rokbak brand was officially unveiled in September 2021, a pair of [RA30](#) ADTs were the first to be dispatched from the factory in Motherwell, Scotland, and sent to Houston-based heavy equipment specialist, [Easton Sales and Rentals](#), marking the beginning of the Rokbak journey into the public arena.

The sand-coloured RA30 trucks arrived at the Easton depot and made an immediate impression.

“When they first hit the yard, everybody liked them,” reflects Jeff Udelson, managing principal of Easton Sales and Rentals. “Not one person had a bad thing to say about them. It’s such a good-looking truck and the new colours really stood out. We knew we were onto a good thing. Today, Rokbak haulers are some of the most productive and competitive trucks on the market and we’re proud to say, ‘we got there first!’”

### **Go West**

Easton Sales and Rentals is a key Rokbak dealer in North America. The US and Canada make up the biggest ADT market in the world and account for around 60% of Rokbak’s sales.

The company got off to a great start in the region, with Easton’s first RA30s immediately provided on a three-year lease to Texas-based Linco Construction, to help with earthworks, underground utility and clearing work on the company’s projects. After the leasing agreement expired, Easton added the trucks back into its own rental fleet where they continue to deliver productive performance.

“We now rent out the trucks for big, high-profile dirt jobs,” says Jeff. “In Houston, these are typically excavation areas for detentions basins, tilt-wall construction and distribution centres.”

The RA30 articulated hauler is ideal for these types of applications in the tough Texas heat. The 28 tonne (30.9 US ton) unit offers a heaped capacity of 17.5m<sup>3</sup> (22.9 yd<sup>3</sup>) and is powered by a Scania DC9 engine, producing 276 kW (370 hp) and 1880 Nm (1387 lbf ft) of torque at 1,400 rpm. Its fuel-efficient engine is emissions compliant and meets all North American T4F engine requirements. It's also got a spacious, ROPS/FOPS compliant, pressurised cab with excellent HVAC for better operator comfort.

## **Reliable Rokbak relationship**

Since taking on the dealership for the Rokbak brand, Easton has continued to enjoy success. In 2023, during the CONEXPO event, the company was named Rokbak's North American Dealer of the Year 2022, highlighting the team's commitment to providing top-of-the-line, heavy equipment solutions and exceptional customer service.

"From day one, we've felt the benefit of working with Rokbak," Jeff reflects. "We knew we were investing in a brand that shared our values of quality, innovation and customer satisfaction. Looking back, it's been one of the best decisions we've made."

In the time since those first two RA30s made their way across the Atlantic, market awareness for Rokbak has significantly increased over the past several years. Trucks can be found in applications all over North America – from California to Canada, and Tennessee to Texas.

"We're proud that Easton Sales and Rentals acquired the first Rokbak trucks and have helped the brand develop such a strong reputation. We have a productive and reciprocal relationship, which we believe will sustain us long into the future," says Daniel Meara, Regional Sales Manager for Rokbak in North America. "We're continuing to cultivate long-standing dealer partners in North America, and Easton's enthusiasm for the brand and the product has been integral to establishing Rokbak as the industry benchmark for performance, power and reliability in this important market."

**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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