



PRESS RELEASE

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New Iberian Rokbak dealer DIR secures first truck sales in Spain

Rokbak has announced DIR International Trading as its official dealer in Spain and Portugal, bringing its robust and reliable articulated dump trucks to construction, quarrying and infrastructure development with expert local support and service, with the first Rokbak trucks on the Iberian Peninsula now ready to get to work.



DIR International Trading will sell Rokbak trucks in Spain and Portugal.

Scottish articulated hauler manufacturer [Rokbak](#) has appointed [DIR International Trading](#) as its official dealer for Spain and Portugal. Two Rokbak [RA40](#) trucks have already been sold to a customer in Spain.

Part of the [Volvo Group](#), Rokbak specialises in articulated haulers designed for tough job sites, offering exceptional durability, efficiency and ease of operation. The company's [RA30](#) and RA40 haulers are built to handle demanding conditions, maximising productivity while reducing operating costs.

With a strong reputation for quality, Rokbak has been expanding its European dealer network, and this latest agreement with DIR will bring the benefits of its articulated dump trucks (ADTs) to construction, quarrying, road and rail and agricultural businesses across Spain and Portugal. The first two new RA40 units in Spain are set to be delivered and operating in the first half of 2025.

National presence

Headquartered in Zaragoza, DIR operates with facilities in various locations including Barcelona, Madrid, Málaga, Oviedo and Valladolid, and is well regarded in the industry for providing expert advice and reliable aftermarket support to heavy equipment customers.



DIR has locations across Spain, providing an extensive network in the area.

“Spain and Portugal represent fantastic opportunities for Rokbak, and DIR is an ideal partner to introduce our articulated haulers to these important markets,” says Paul Culliford, regional sales manager EMEA at Rokbak. “DIR’s coverage and commitment to building strong customer relationships align perfectly with our values at Rokbak and will ensure that Spanish and Portuguese operators gain access to the reliable, high-performance haulers they need to drive efficiency on-site.”

David Iglesias, chief executive officer at DIR adds: “We are thrilled to partner with Rokbak and bring its industry-leading articulated haulers to Spain and Portugal. We see great potential for these machines in our market, particularly in infrastructure development. With our extensive network and aftersales support, we are confident that Spanish and Portuguese customers will benefit from the performance and productivity that Rokbak haulers offer.”

Scotland meets Spain

David and the DIR team have already visited the Rokbak factory in Motherwell, Scotland to observe firsthand the process of manufacturing a Rokbak hauler and to meet management representatives and engineers face-to-face. A demonstration RA30 unit has also been toured around Spain, giving customers the chance to view a Rokbak hauler up close, and DIR will be attending the SMOPYC heavy machinery international tradeshow in Zaragoza alongside a Rokbak truck in 2026.

“Aesthetically, the trucks are very nice with the colour, branding and styling,” adds David. “It’s a very good product.”



A demonstrative RA30 is being toured around Spain.

DIR, which has been operating in the heavy machinery industry for nearly three decades, specialises in importing and distributing premium construction equipment across the Iberian Peninsula. With an established network of six main hubs and an expanding workforce, DIR has positioned itself as an important player in the market.

With this new partnership, Rokbak and DIR are set to provide customers in Spain and Portugal with reliable and hardworking equipment, backed by expert local support and service, reinforcing their commitment to excellence in heavy machinery solutions.

**For more information about Rokbak, please [visit the Rokbak website](#).
For more information about DIR, please [visit the DIR website](#).**

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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).

rokbak.com