

ROKBAK

PRESS RELEASE
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Built, not taught: How Rokbak's hands-on training powers real-world results

A training philosophy forged on the factory floor is delivering a new level of customer support. At its heart is aftermarket training manager Tommy Moore, whose own journey from builder to global trainer has shaped a unique, hands-on programme that provides lower operating costs, greater machine uptime and a rock-solid commitment to partnership.



Rokbak aftermarket training manager Tommy Moore.

For [Tommy Moore, aftermarket training manager at Rokbak](#), a lesson on articulated dump trucks (ADTs) doesn't happen in front of a PowerPoint slide. It happens on the workshop floor, tools in hand, surrounded by the very components that keep a job site productive. It's a hands-on, practical approach that perfectly mirrors his own journey through the company and embodies the brand's commitment to its customers and dealers.

Tommy's career with the Scottish manufacturer didn't begin in a classroom, but on the assembly line, physically building the rock-solid haulers the company is known for. That foundational experience, moving from the line to mechanical engineering, where he rewrote the standard operating procedures (SOPs) for building the trucks, gave him a granular understanding of every nut, bolt and system.

It's this deep-seated, practical knowledge that forms the core of Rokbak's highly effective training philosophy.

Learning by doing

"You can talk all day pointing to a picture, but it's not the same as walking a group of technicians over to a machine, showing them the component and demonstrating how it works right there in front of them," Tommy explains. "When we discuss a part of the truck, we work on that part. We have a full workshop here at our headquarters in Motherwell, Scotland, where we can strip a machine down and rebuild it. That's how people truly learn."

This philosophy is about more than just effective teaching; it's about delivering tangible value to Rokbak customers. The training, which is provided free of charge to dealers and end-users, directly impacts a machine's total cost of ownership (TCO) and uptime.



Tommy (right) with representatives from dealer Case Power & Equipment in Florida, who had flown over to Scotland from the U.S. for the training.

Driving better performance

A key focus is educating operators – or teaching technicians how to educate operators – on how to use the trucks to their full potential, which takes pressure off consumable parts.

“A big part of our training is showing field engineers and operators how to use the truck’s technology properly, like the retarder and gear-changing techniques,” Tommy says. “If an operator isn’t using the retarder correctly, for example, they can burn through a set of brakes three times quicker than they should. By teaching them certain driving techniques, we save the customer money and keep their truck running.”

On-site, hands-on

With a target to have 70% of dealer technicians trained globally, Rokbak’s programme is the core of its customer support strategy. The four-day courses held at the Motherwell facility – complete with a test track – are comprehensive and tailored. Tommy and his colleagues often contact participants in advance to understand any specific issues they are facing, allowing them to set up practical demonstrations to solve real-world problems.



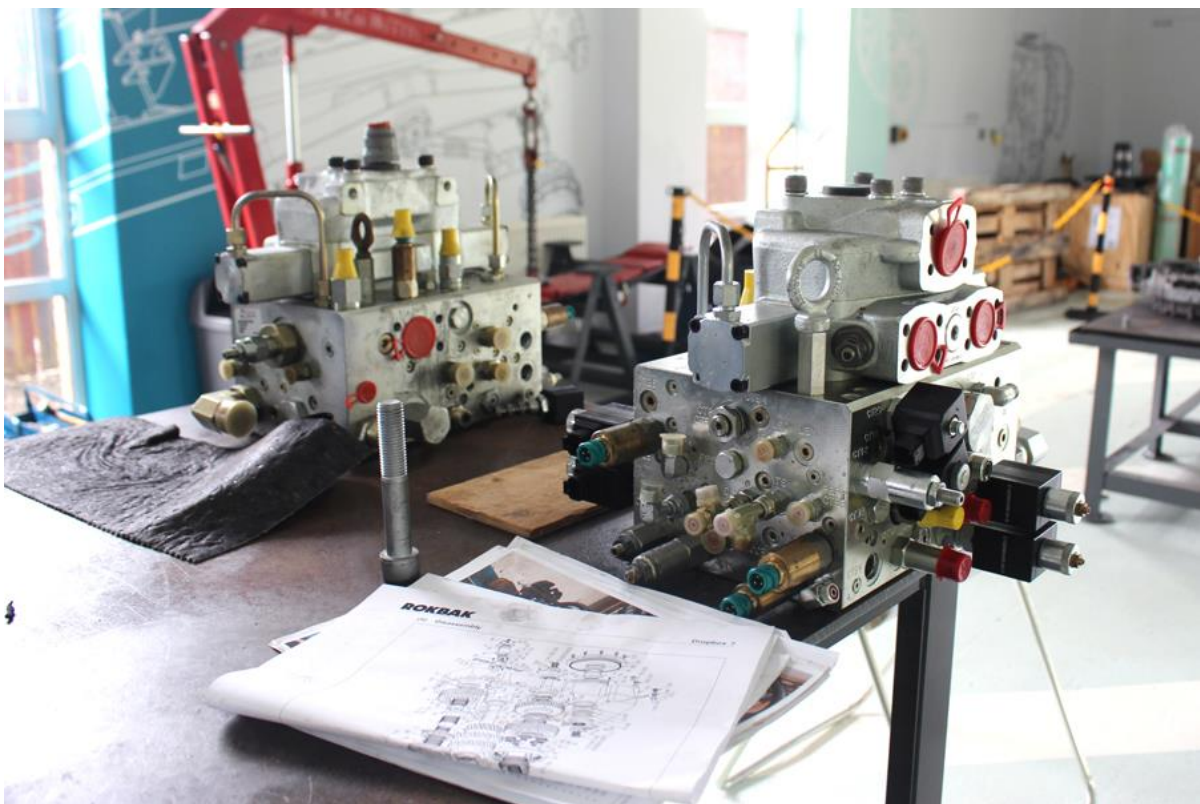
Rokbak's well-equipped training workshop at the company's headquarters in Motherwell, Scotland.

This bespoke, hands-on approach is a far cry from the one or two-day sessions that are common in the industry. For Rokbak, the investment in time and resources is a clear differentiator.

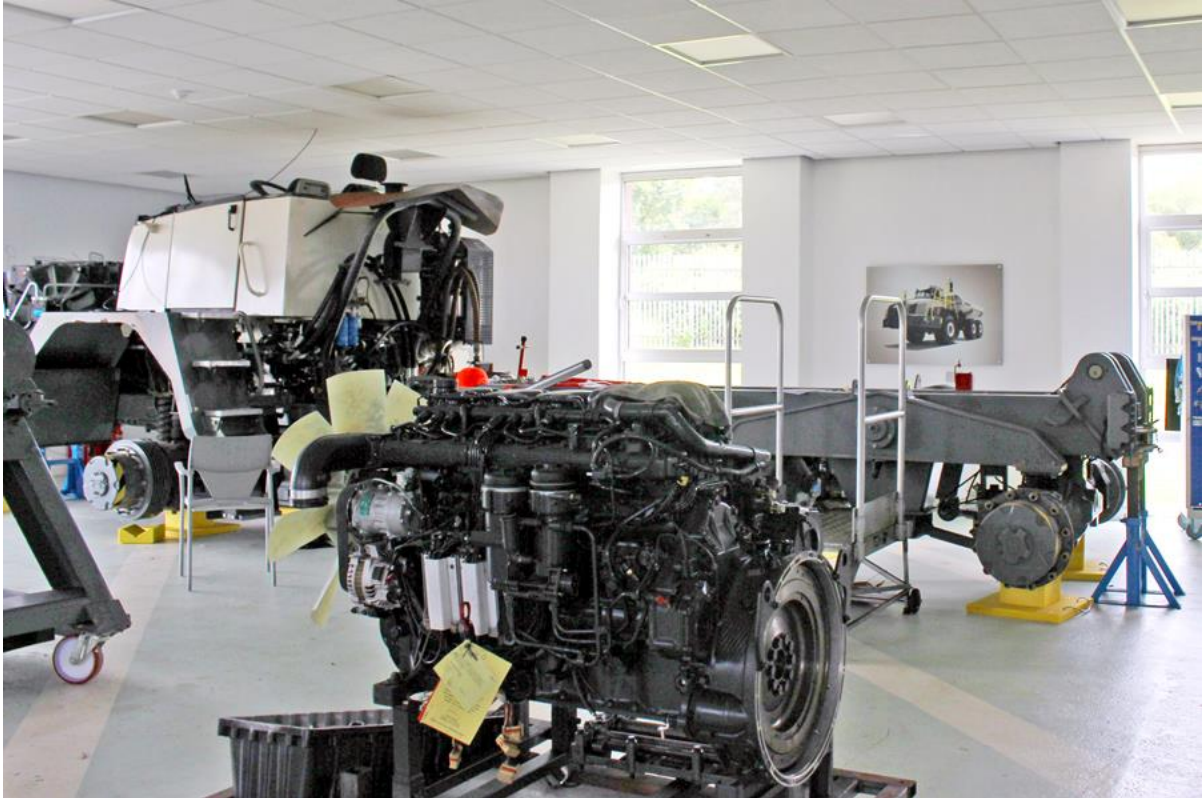
“Being able to physically strip down an axle or transmission and have technicians get their hands on it is something we are very fortunate to be able to do,” Tommy notes. “We want them to leave here 100% comfortable with the truck.”

That commitment extends far beyond the factory gates. Whether travelling to Ghana, Australia or Indonesia, the rule is the same: training must happen with a truck on-site.

“You can’t keep a group of 15 technicians interested with a presentation in a meeting room, especially when there might be some language barriers,” he says. “But get them out on the iron, doing tests, checking pressures and diagnosing issues together – that’s a language everyone understands. They get hands-on with it.”



In Tommy’s view, nothing can replicate the value of getting hands-on with components.



Participants can strip down a real Rokbak articulated hauler to understand how every component ticks.

More than a training session

At the end of each course, attendees leave with new knowledge and appreciation for the Scottish culture and, just as importantly, Tommy's phone number. It's a symbol of an ongoing partnership.

"We want our customers and dealers and their technicians to know we're always just a phone call away," says Tommy. "Our goal is to give them the knowledge and support they need to get the job done. Their success is our success."

For more information on the training and support available, please visit www.rokbak.com.

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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