ROKBAK

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Rokbak and DIR win over Spanish ADT customers with real-world demos

By showing the Rokbak RA30 articulated hauler in action on rough terrain, heavy equipment dealer DIR has sparked growing demand among construction and quarrying firms in Spain – proving that performance, not promises, sells trucks.

DIR has toured a Rokbak RA30 articulated hauler around Spain.

When construction and quarrying companies look for new equipment, they want more than technical specifications – they want proof. This focus on tangible results is precisely what motivated DIR, Rokbak's recently appointed dealer for Spain and Portugal, to take a bold, hands-on approach: bring the Rokbak RA30 articulated dump truck (ADT) directly to the region's toughest jobsites and let the hauler speak for itself.

“We wanted to respond to a growing need in the Spanish market for reliable, high-performance articulated haulers,” explains David Iglesias, CEO of DIR. “Customers want to see trucks in real jobsite conditions, not just specs on paper. With the RA30, we knew we had something worth showing.”

DIR’s demonstration programme was anything but theoretical. The team selected challenging earthmoving and quarry sites – environments where productivity, manoeuvrability and durability are pushed to the limit. Steep inclines, loose aggregate and muddy, uneven terrain were all part of the test. The 28 tonne (30.9 US ton) RA30 consistently maintained traction and stability, loaded or unloaded, and did so without a single performance-related issue.

“Customers consistently pointed out the comfort of the cab, the smooth ride and the intuitive controls,” David notes. “But above all, they appreciated the hauling power and how well it handled difficult ground. It’s a truck that just keeps going.”

The Rokbak truck has been tested across a series of challenging terrains.

Standout performance

DIR didn’t shy away from direct competition. In several demonstrations, the RA30 was tested side-by-side with other leading ADTs. Customers observed that Rokbak matched or outperformed competitors, particularly in operator comfort, simplicity and fuel use. The value-for-money ratio was clear, and for many, decisive.

“In terms of fuel consumption, the RA30 impressed,” David says. “Real-world data showed better-than-expected results compared to previous-generation haulers and some current competitors. This was one of the key decision factors for customers.”

Feedback from operators and technicians was equally positive regarding maintenance. The RA30’s design prioritises accessibility and straightforward daily checks, with no unnecessary complexity.

“Technicians found everything easy to access and praised the clarity of the daily checks,” adds David. “The design is clearly made with real-world service in mind.”

Trust built on prestige

A significant factor in building customer confidence has been Rokbak’s membership of the Volvo Group.

“Rokbak’s connection to the Volvo Group significantly boosts customer trust,” says David. “It reassures buyers that this is not just another hauler, but one backed by a global name in reliability and aftersales support.”

Perhaps the most telling outcome of DIR’s demo initiative is the conversion of sceptics. Several customers who were initially hesitant made the purchase decision after seeing the RA30 operate live on their own sites.

“One client said, ‘I needed to see it in my pit, with my material – and it delivered,’” David recalls.

The market’s response has been swift and positive. The demo unit itself was sold before all planned trials were even completed, a clear sign of growing trust in the product and brand.

The RA30 has been able to demonstrate its capabilities in a series of real-world operations.

Rokbak's rising profile in Spain

Awareness and interest in Rokbak have increased substantially as a result of these hands-on experiences.

"Based on feedback, the RA30 now stands as one of the most competitive articulated haulers in our market segment. It's no longer the 'newcomer' – it's a real option for serious work," David says.

Looking ahead, DIR is preparing to introduce the larger 38 tonne (41.9 US ton) RA40 demo unit, targeting quarrying, mining and large infrastructure projects. Expectations are high that this model will open new opportunities for Rokbak in Spain.

To companies still unfamiliar with Rokbak or hesitant to move away from more established brands, David offers simple advice: "Come see the truck in action. Talk to customers who have it. You don't have to stick to the usual brands. Rokbak offers performance, reliability and support. Plus, it's backed by Volvo. Give it a chance."

Paul Culliford, regional sales manager for EMEA at Rokbak, echoes this sentiment: "At Rokbak, we believe in earning trust the hard way – by showing up, working alongside our customers and delivering on our promises. The success of our partnership with DIR and the enthusiastic response to our demo programme in Spain prove that when customers see Rokbak in action, they see a hauler that's as down-to-earth and dependable as the people who run it."

Visit the Rokbak website to find out more about the RA30 or RA40.

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CONTACT:

Jacqueline Reid
Rokbak
Tel: int +44 (0) 7736117456
Email: press@rokbak.com

Jack Porter
SE10
Tel: int +44 (0) 7794578947
Email: jack.porter@se10.com

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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