



PRESS RELEASE

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Rokbak strengthens product management team

New Rokbak product manager Graeme Blake brings valuable hands-on experience from the factory floor and test workshop to the company's product management team, where he will work with customers to help shape the future of Rokbak trucks.



Rokbak product manager Graeme Blake.

At [Rokbak](#), every articulated dump truck (ADT) that leaves the Motherwell factory in Scotland is the result of decades of dedicated engineering, hands-on testing and continuous feedback from operators. This is something Rokbak's newest product manager Graeme Blake has experienced firsthand, having started his career on the factory floor before moving into fabrication and testing roles, and recently joining the product management team.

"I've gone from building the basics of a truck to testing it in extreme conditions," says Graeme. "Now, I'm excited to help shape the product itself."

Hands-on experience

Graeme brings a wealth of experience to the role of Rokbak product manager, having joined the [Volvo Group](#) in 2014. He began his career as a CNC (Computer Numerical Control) machinist where he received a nomination for apprentice of the year. He then worked in fabrication and testing positions before stepping into the product management team.

This hands-on background taught him valuable skills and gives him a practical edge. Graeme understands how parts behave under pressure, and how to translate that knowledge into improvements or features that serve customer needs.

“Customer input is essential to us at Rokbak,” says Graeme. “Whether it’s ergonomic feedback from operators or lessons learned from field experience, it’s all valuable information. Operators spend a lot of time in their trucks, so they need to be comfortable. If something can be improved – whether it’s greater visibility, the ergonomics of the controls, better HVAC or more seat comfort – we listen.”

Quality and support customers can rely on

From its base in Motherwell, Scotland, Rokbak leverages a purpose-built test track and a team of seasoned engineers to put both the [RA30](#) and [RA40](#) through their paces. For Graeme, who lives just seven miles from the factory, it’s a facility that’s close to home and central to the company’s quality control.

“We’ve got everything we need here to design and build robust and reliable haulers – the people, the knowledge, the skills and the infrastructure,” says Graeme. “I learnt a lot in my previous job as a test technician and I’m looking forward to utilising that insight in my new role, where I’ll be focusing on product updates and developments.”

Rokbak has a strong and proud heritage, determined to build haulers that are easy to operate and maintain while providing customers with rock-solid support, and Graeme understands the responsibilities of becoming such a vital part of the operation as product manager.

“I want people, engineers, operators, whoever, to say, ‘He’s knowledgeable. I can go to him and he will help me with this’,” concludes Graeme. “It’s about trust. If a customer comes to us with a problem, they should feel confident leaving it in our hands knowing it’ll be sorted.”

Visit the Rokbak [website](#) to find out more about the [RA30](#) or [RA40](#).

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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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