

ROKBAK

PRESS RELEASE
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Rokbak RA30 to make Lyon debut at Le Dig Tour

With dealer support from Griset Matériel and a live machine demonstration, Rokbak is strengthening its presence in France's key construction hub by once again participating in the country's premier construction machinery roadshow, Le Dig Tour, from September 25th – 26th. Next stop: Lyon!



A Rokbak RA30 articulated hauler will be present during the Lyon stage of Le Dig Tour 2025.

[Rokbak](#) will be present at [Le Dig Tour](#) in Lyon this September in a significant step in the Scottish articulated hauler manufacturer's ongoing commitment to the French market.

As an anticipated stop on the four-stage Le Dig Tour 2025 calendar, the Lyon edition is a chance for Rokbak to engage directly with French construction, quarrying and mining professionals.

Rokbak, alongside its regional dealer [Griset Matériel](#), which has made several sales in the region over the last two years, will be attending the event between September 25th – 26th. Rokbak and Griset Matériel will bring a fully operational [RA30](#) articulated hauler, which has a 28 tonne (30.9 US ton) maximum payload and a 17.5 m³ (22.9 yd³) heaped capacity, to the event.

The unit will be available for customer demos, allowing operators to get hands-on experience with the truck's performance and handling.

"After taking part in several Le Dig Tour events last year, we're excited to make our debut at the Lyon stage this time and are putting special focus on being there," says Paul Culliford, Rokbak regional sales manager EMEA. "Le Dig Tour Lyon is a critical opportunity to connect with contractors and build new relationships, following our successful tour debut in 2024."



Rokbak regional sales manager EMEA, Paul Culliford.

The French connection

Rokbak remains confident in the long-term potential of the region and expects to strengthen its position locally.

The RA30 on display will remain temporarily in the Lyon area post-show to support further [dealer-led demonstrations](#). "Equipment demonstrations are essential to how we build relationships at Rokbak," adds Paul. "We give potential customers the confidence to see exactly how our trucks will fit into their operations."

“Rokbak is becoming a well-recognised brand in France, and we’re excited to help demonstrate the RA30’s capabilities at such a prestigious event as Le Dig Tour,” explains Griset Matériel’s general director Roland Griset. “Our customers are looking for robust, reliable machines that are simple to operate and maintain, and the RA30 delivers on all fronts. Seeing it in action is the best way to prove that.”

Rokbak’s Le Dig Tour team in Lyon – regional sales manager EMEA Paul Culliford, customer support manager Thomas Schmitt and [new product manager Graeme Blake](#) – will be on-site throughout the event, engaging with attendees and showcasing the RA30’s robust capabilities.

The event also provides a timely platform to explore regional infrastructure projects such as the ongoing Lyon-Turin tunnel, one of Europe’s most ambitious rail links, currently under construction and due for completion by 2032.

“It’s a beautiful part of France, but also an area with strategic importance,” says Paul. “We’re here to show that Rokbak is committed to the French market, whatever the challenge.”

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

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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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