

# UNDER THE RADAR

INTERVIEW: **ROGER DAVIES**

## MAN Truck & Bus dealers across the UK are seeing the benefits of the TGX, including WG Davies in south Wales

**Commercial Motor**

Roger Davies is not a man to make a big fuss about his company's achievements.

WG Davies is the main franchised dealer for MAN Truck & Bus across south Wales, operating from network centres in Cardiff, Swansea, and Tenby. Davies has been MD since 2004, two years after the company took up an MAN franchise and he is the third generation of his family to be running the business, which began in 1926 as a haulage company operated by his grandparents William John Davies and his wife Rachel.

"We try to put the customer at the forefront of everything we do and ensure that our service to our customers is as good as it possibly can be, all the time," explains Davies. If ever a single sentence summed up what most customers want from their dealer, this is probably it.

### INVEST AND FOCUS

It is this approach that has guided WG Davies's investment over the past few years. The company originated in Swansea, which is where much of the investment in the past few years has been focussed. "We invested in a new workshop and we've upgraded the old

workshop and offices and we're still doing things today, although we are coming to the end of it now," says Davies.

The company moved into the new Swansea workshop in July 2020 and it has proved so successful that work on a three-bay extension is scheduled to start in August.

You may be familiar with Tenby as a south Wales holiday resort with a long sandy beach. Nearby Sageston is the location for WG Davies's westernmost depot, close to the A477 that links Pembroke Dock with the South Wales arterial road network and the M4. For many years, this part of south-west Wales has been the location for oil refineries at Milford Haven and Pembroke. It's this concentration of petroleum sites that explains WG Davies's Tenby depot location. Here the company operates a pet-regs workshop to service customers including XPO Logistics, Wincanton Logistics, MFG and Certas Energy, which mostly operate from the Chevron site at Pembroke. Many of these customers also use Davies's Cardiff site at Wentloog Corporate Park, close to the A48(M) and M4 for Newport and Cardiff.

### COUNTING CUSTOMERS

Both the Swansea and Cardiff sites service a range of customers including general haulage customers such as the Owens Group and TWT Logistics. "Right Freight in Cardiff is a very good customer of ours and we've got van customers – the likes of DPD, which has put a lot of vans into our area in the past 12 months," says Davies.

### TGX TESTIMONIAL



**"We've been running MAN trucks since 1992 and have stuck with them ever since. They offer outstanding reliability, competitive running costs, good value for money and high levels of comfort. MAN trucks are popular with our drivers, and that's certainly true of our latest flagship new MAN Truck generation TGX."**

**Hammond Transport MD Terry Hammond**

### TGX TESTIMONIAL



Last year when the moratorium on truck MoTs was in place, WG Davies was particularly thankful to have the van service business to keep the workshops active.

WG Davies began its progression away from haulage towards dealer operations in the 1980s when it became a dealer for ERF. The Tenby site was acquired in 1998 as a pet-regs workshop from the outset and soon afterwards, WG Davies at Tenby became the MAN ERF service centre for west Wales. Shortly after Davies was appointed MD in 2004, the company won the franchise for MAN Truck & Bus UK at the Cardiff site to cover south-east Wales. The company originally leased the site from MAN but has since acquired it outright.

“I’m proud to say we own and operate our own sites and I’m proud of what we’ve managed to achieve with the investment in the Swansea site in the past couple of years,

**Standing proud:** Roger Davies is proud of achievements made at the Swansea site

to match the expected expansion of MAN in the next five years,” says Davies.

Obviously he did not know that the new TGX was going to win International Truck of the Year this year, even though he had great expectations of the product. “I think, from our point of view, we felt it was the right time to commit to making those investments in premises, in people and in MAN a couple of years ago,” says Davies. “It has started to pay off because now that the truck is getting the plaudits, appreciation and acceptance in the market for being what it is – a first-class product – our services and aftersales offering are now really and truly matching that product.

“I think everybody knows it’s a quality brand. Since VW has owned it, we’ve seen great improvements and I believe that the product we’ve got now is the best that we’ve ever had.” □