



CARDIFF
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TENBY

WG Davies
Servicing South Wales

Customer Newsletter

Q1 2026

Editor's message

Welcome to our first newsletter of the year, which is full to bursting! In this edition, Roger uses his column to reflect on the challenges our customers are facing and shares how we are responding with investment, innovation and an unwavering commitment to support.

We're also delighted to shine a spotlight on JD Express, who share their remarkable journey from an operation with a single van to a national logistics partner and an MAN-dominated fleet. Their story is a great

reminder of how strong partnerships drive long-term success.

This quarter also saw us celebrate the achievements of the next generation at the MAN Apprentice Awards and Graduation, as well as some notable long service awards and our move to further improve our sustainability. We're also happy to introduce Lauren Jones and launch our new WhatsApp booking platform. Plus, you'll find all the usual updates from our depots, TGE, sales and social media.



Thank you for your continued trust in WG Davies.

Rachel

The Inside Track: Meeting Today's Challenges with Smarter Support, Roger Davies

We see how quickly the world our customers operate in is shifting. Rising fuel costs, driver shortages and the incredibly difficult times we are all living through make day-to-day operations increasingly challenging. I want to reflect on these as well as the work we are doing to support you better so that we can reassure you that we are with you every step of the way, whatever the road ahead brings.

We understand that each of our customers, large or small, has different requirements. Tailoring our servicing and maintenance support to meet those individual needs has one clear goal: *helping you maximise vehicle uptime and efficiency.*

Alongside this, we have embraced new technology and structural change to put in place a dedicated central booking team that remotely monitors customer vehicles through MAN ServiceCare. This allows us

to carry out proactive health checks, using dynamic service data such as brake pad thickness and logged DTCs. What this means for you is that we plan maintenance before issues become critical and prepare more effectively for routine work before the vehicle arrives at one of our depots.

We believe communication and accessibility underpin our relationships with customers, which is why we have recently launched a WhatsApp booking platform. This allows customers to contact us directly from their vehicles by scanning a QR code which will be visible in all customer vehicles.

Of course, we are continuing to invest to ensure we operate as a true one stop shop, with the capability to carry out a full range of servicing and repairs while staying up to date with legislative changes and technological advancements too.

Looking ahead, we are working to ensure



we are fully prepared to support customers as battery electric vehicles (BEVs) become part of their fleets. We have already invested heavily in EV training for our technicians, as well as EV specific tooling and PPE.

Despite the challenges facing our industry, one thing remains constant: our commitment to standing alongside you, keeping your vehicles and your business moving forward. I want you to know that I truly believe we are in this together.

Roger

Customer Spotlight Interview: JD Express, Bill Simons, Director

This quarter we had the pleasure of sitting down with Bill Simons, Director at JD Express. We talked about how the business grew from a single van operating out of the family home, into a trusted national logistics partner with a modern, MAN-dominated fleet maintained by WG Davies, who they see as a partner in their company's ongoing success.

From One Van to a Trusted Logistics Partner

We were keen to know how JD Express came to be. Bill told us, "The business was founded in 1995 by my late father-in-law, John Durkan. He began with a single Ford Escort van and a simple ambition: to work for himself. For the first six months, he operated entirely on his own, running the business from home."



Bill and Jessica Simons

As demand grew, John purchased a second vehicle, this time a Ford Fiesta van. He persuaded his youngest daughter, Jessica (now Bill's wife), to join the company. "I believe there was something of an ultimatum," Bill shares. "He told her that if she wanted to continue living at home she needed to be productive!" And with that, Jessica began working alongside her father, embarking on a journey that would see her guiding the family business through a period of significant growth. She was appointed a Director in 2002 and, after earning her International CPC in 2009, took on the role of Transport Manager.

JD Express's very first customer was Stevens & George Print Group, who remain their largest customer to this day and who are also their landlords. Bill clearly values the relationship, "Over the years, Stevens & George have supported us through some challenging times, such as offering flexible payment terms when the cash flow was tight. It's a relationship built on trust and mutual respect, so much so that we think of ourselves as their in-house transport department."

That is an insight into how JD Express conduct their business relationships. "We've always believed in partnerships rather than transactional supplier-customer relationships," Bill told us. "None of our customers or suppliers are anonymous to us - they're people we know, trust and enjoy working with. This approach has served us well, we don't lose many customers."

The Fleet Today

From that original one van, JD Express now operates a fleet of 11 trucks ranging from 7.5 tonnes to 44-tonne artics, nine of which are MANs and the specifications of those vehicles are enviable.

"We reinvest our profits back into the fleet wherever possible," Bill explained. "We focus on fuel efficiency, driver comfort and environmental responsibility. Each replacement vehicle is specified to be an improvement on the last, with features such as fridges, microwaves, TVs and electric beds. This is supported by another long-standing relationship, this one with Stuart Beamand, MAN Sales Executive, from whom we have acquired seventeen vehicles over the last ten years."

Why Did JD Express Choose MAN and WG Davies?

Of course, we wanted to understand how JD Express came to choose MAN as the primary brand in their fleet. "When it comes to purchasing trucks, my decisions are based on what happens after the sale," Bill explained. "In today's market, most manufacturers build good trucks; what matters most to us is the aftersales support. WG Davies is the reason why MAN dominates our fleet; they are a key partner in our business." Bill is realistic, "Vehicles will have issues; it's how those issues are handled that makes the difference. Sales might have sold us the first truck but it was the aftersales support from WG Davies which secured the second and the third purchase.

With WG Davies we see a genuine willingness to work with us to resolve problems quickly and, crucially, to prevent them recurring in the future."



JD Express celebrated 30 years with this stunning MAN TGX. Jessica and Bill's youngest son Finley is pictured behind the wheel.

JD Express have been using WG Davies for a while and over the past 12 months they have moved all of their maintenance contracts to us, so it is great to hear Bill say, "WG Davies consistently make us feel valued. It is less like a supplier relationship and more like a partnership - something that aligns perfectly with how we run JD

Express. We can't justify running an in-house maintenance facility and we don't need to because we think of WG Davies in exactly those terms."

What JD Express Does Today

Alongside the original contract with Stevens & George Print Group, JD Express support a wide range of customers across manufacturing and construction. These include steel door manufacturers, fire suppression system suppliers, office furniture makers and automotive manufacturers with time-sensitive deliveries nationwide.

Bill explains, "Our strength lies in reliability, visibility and responsiveness. If something goes wrong, our customers will hear about it from us first, along with our plan to put things right. Whenever someone calls they will get through to someone who can give them an answer; that openness is central to our service."

Alongside this, they have established several mutually supportive arrangements that work well in practice. "For example, a strategic partner from the North East might have a vehicle travelling down on a Sunday and they can use our parking facilities before we assist with reloading the truck the following day," Bill explains.

"We're not the Ritz but we can offer secure parking with 24-hour access to toilets and showers. This collaborative approach is part of our response to the shortage of driver facilities in the UK and it means that whenever one of our trucks is away from base, we know there is reciprocal support for us if we need it."

A True Family Business

Today JD Express is a true family business, headed by Jessica after her father's sudden passing and with Bill joining the business in 2014 to support his wife. "Jessica, working with her late sister Gail, wanted to continue her father's legacy but it was hard because we had a young family. I was running a successful logistics business and we agreed something had to change. It was Gail who suggested I join the business and we did this on a trial basis. No one has sat me down and said I've passed my probationary period yet but I think I've got a full-time position now!"

JD Express is now embracing the third-generation of family into the business with Jessica and Bill's son, Ellis, becoming a part of



Today JD Express's fleet is dominated by MAN

the operation. "He has been with us for seven years after starting as a driver and then moving into the office," Bill recalls. "His background is in vehicle maintenance, so he manages fleet maintenance and works closely with WG Davies and, of course, he is very much part of our succession planning." So, although Bill has known Roger for some time he believes the ongoing relationship between JD Express and WG Davies is one for Ellis to develop. Bill asserts, "I am stepping back to let Ellis forge his own relationships and, with WG Davies, that is working really well - we really do feel like we are in this together."

Looking Ahead

And what about the future for JD Express? Bill told us, "The business continues to grow organically year on year, supported by a committed workforce and strong partnerships. Ellis will be the one to consider alternative fuels in the future but for now our focus remains on running a reliable operation and continuing to do exactly what we say we're going to do. My philosophy is simple: you reap what you sow. Treat people well, build partnerships and, when challenges come - and they always do - you'll face them together."

Thank you Bill, we have loved hearing JD Express's story and understanding how your values align so perfectly with ours. At WG Davies, we're excited to be working alongside you as the third generation of the family takes the reins. We look forward to continuing to grow our long-standing partnership and playing our part in supporting your success for many years to come.

Taking Sustainability Seriously

As part of our commitment to reducing our environmental impact and making responsible choices for the future, WG Davies is proud to be embracing greener transport solutions with the purchase of three new MG HS Plug-in Hybrid vehicles for:

- Sam Price - Group Parts Manager
- Dean Lawler - Cardiff Depot Manager
- Mark Noel - Business Development Manager

The vehicles have been sourced from Nathaniel Cars in Bridgend - the world's largest MG dealer - and will be collected on 1 April.

We chose the MG HS Plug-in Hybrid because it delivers up to 75 miles of electric-only range, offers advanced driver-assist features as well as significantly reduced emissions and fuel use - all of which add up to it being the perfect choice to meet our needs.

Nathaniel Cars were the obvious choice. They mirror our values and have invested in supporting local businesses. We particularly liked the very personal service they offer and their commitment to genuine partnerships, which mirrors how we work with our customers.

This investment reflects our continued efforts to operate more sustainably while supporting partners who share our long-term vision.



Meet the Team: Lauren Jones, Workshop Planner



We're really pleased to introduce **Lauren Jones**, our new **Workshop Planner** at WG Davies. Lauren is married to our Aftersales Director, Daniel, and we caught up with her to learn a little more about how she came to be a part of the business, her role, background and life outside of work.

What attracted you to work for WG Davies?

I was looking for a change of pace from my previous job and was keen to learn more about the industry. Over the years Daniel and I have talked a lot about WG Davies and what the business does. It was always clear to me that it's a genuine family company that really cares about both its team and its customers. Those values are

important to me too, so I'm really pleased to be part of the family now.

Can you explain your role and key responsibilities?

As Workshop Planner, my role is to help deliver consistently excellent customer service while managing workshop loading. I liaise with customers to arrange different types of work, from routine maintenance to urgent defects and repairs. I also build the job cards for the technicians and organise MOTs. In many ways, my job is to grease the administrative wheels and help keep everything running smoothly in the workshop.

What experience, background or skills do you bring to the role?

Strong organisational skills and a genuine desire to do the best for our customers are the main things I bring to the role. My organisational skills have been developed over many years in both my professional and personal life - they're already proving really useful in a role where there are so many moving parts.

Alongside that, a desire to provide the very best service for our customers is something that's really important to me.

What are you most looking forward to in this position?

I'm looking forward to learning even more about the industry and helping customers

wherever I can. I'm also keen to build on the positive relationships WG Davies already has with its customers, large and small, and to make sure they all have a really personal experience.

What have you learned so far that has surprised you?

Just how fast-paced the industry is!

What's one thing colleagues might be surprised to learn about you?

I have a degree in Primary Education and worked as a primary school teacher for six years. I stopped teaching when I had my daughter so I could focus on being a mum, although my teaching background definitely still comes in handy at home!

What's your favourite way to spend a weekend?

With my family; my husband Daniel, my daughter Emilia (who's eight) and my son Brodie (who is almost two). Quality time together is really important to all of us, whether that's taking the dog to the beach, a day out at Folly Farm Adventure Park and Zoo, or just enjoying a movie night at home.

Thank you Lauren, we're delighted to have you as part of the team. If you're booking work into the workshop, there's a good chance Lauren will be helping to organise it for you, and now you have a face to put to the name.

Book Your Workshop Visit via Our WhatsApp Account

We want to make booking your vehicles into our workshops at WG Davies quicker and easier than ever, so we are giving you another option - just scan the QR code to message our team directly.

Whether you're on the road or in the office, know that we're here to help keep your wheels turning.

Of course, you can still call us or email - whichever is easiest for you.

WG Davies
Servicing South Wales

Scan the QR code to make a workshop booking or to start a chat via WhatsApp with WG Davies

For urgent roadside assistance please call Mobile24
0800 028 7728

MAN Apprentice of the Year Awards and Graduation



At WG Davies, we have always recognised that apprentices are the future of our business and our industry. We are committed to nurturing their talent and giving them every opportunity to grow.

We were therefore incredibly proud to see four of our apprentices attend the **MAN Apprentice Awards and Graduation**. Hosted at Gravity Max in Liverpool this February, the event brings together colleagues from across the MAN network to celebrate exceptional achievement and the potential of emerging talent.

Apprentice of the Year Awards Success

With **93 nominations** across the MAN network, the awards showcased the outstanding contribution apprentices make and WG Davies was delighted to be represented:

- **Aiden Eales Davies - Impact Award Winner**, was recognised for his passion, thoughtful actions and contributions to WG Davies and the wider MAN network

- **Charlie Maddox - Rising Star Runner-Up**, was celebrated for showing outstanding potential early in his career and for embodying MAN's values through enthusiasm, commitment and his ability to create genuine "WOW" moments

Graduation Success

The event also honoured apprentices completing their programmes and we congratulate **Lucas Banks** and **Joseph Francis-Davies** on graduating, with Lucas achieving Distinction, a brilliant reflection of his hard work.

All of our apprentices are a credit to our team. Watching them grow in confidence as they build their skills and progress through their apprenticeships has been a pleasure and we are excited for their future with WG Davies.

TGE Turbocharged in Q1

The New Year started with the same strong momentum that closed out the old one. By the end of Quarter 1 we expect to have handed over a stunning **25 MAN TGEs** in a wide range of specifications - some to long-standing, loyal customers and others to new customers who will experience the MAN product and WG Davies support for the very first time.

Recent handovers include:

- DCWW Welsh Water - 2 Mobile Jetter Vans
- Drain Force - 5 Mobile Jetter Vans
- South Wales Police - 3 Tactical Support Units
- J E Lawrence & Son - 3 Service Vans (see right)
- Centre Great - 4 Traffic Management Units and 4 Tipper
- The Construction Hub - 1 Van
- J F D Carpentry - 1 Van
- C L J Decorating - 1 Van
- Hunt Construction - 1 Tipper



The continued success of the MAN TGE is a testament to its quality and reliability, supported by the award winning aftersales service our team delivers day in and day out - it is truly a winning combination.

Depot News

Here is a snapshot of Q1 activity and the achievements from across our depots, highlighting the teamwork, growth and successes shaping the start of 2026.

Cardiff, Dean Lawler



Quarter 1 has picked up exactly where Quarter 4 left us - flat out and firing on all cylinders. Every member of staff, across the workshop, warehouse and office, has stepped up and is working together brilliantly. The volume of work coming through the doors is significant and the way the team is coping with it deserves real recognition.

WG Davies' reputation for technical expertise and outstanding customer service is shining through. We're seeing more and more MAN customers finding their way into our workshops and, with the workload continuing to grow, we're now looking to expand the workshop team further.

This quarter we also celebrate two long-standing members of staff: Kelvin Walters, marking 20 years of service, and Gavin Lucas, marking 15. Their dedication, experience and product knowledge are a huge part of why we remain at the top of our game. I truly believe that, with this level of commitment in the team, there's nothing we can't handle.

We're now looking ahead to Quarter 2 with real optimism. With continued growth from new customers and another batch of major fleet PDIs on the horizon, we fully expect the pace to remain just as strong. The team has shown they can handle whatever comes through the door and, with the foundations we've built, we're ready for another busy and successful quarter.

The office team may still be a young and developing group but their commitment is already clear to see.

They've embraced change, adapted quickly and shown a real willingness to learn new skills. Their growth over the past few months has made a noticeable impact on how smoothly the operation runs, and it's exciting to see their confidence and capability building with every challenge they take on.

Swansea, Rachel Davies **Leadership Changes**

With our new structure in place, 2026 has started exceptionally well for Swansea. It's been great to see the service team thrive under Paul Scott, who has stepped into the Service



Manager role with confidence. His technical knowledge and strong people skills have made his transition from workshop to office seamless and the positive impact has been felt immediately.

We're also pleased to recognise Craig Vyner, now promoted to Shift Supervisor. Craig has grown impressively and shown real leadership in the role.

I've also enjoyed my first quarter in the position of Depot Manager and I'm grateful for the support from everyone as we've navigated this period of change together.

New Trucks Handovers and PDI Activity

This quarter we have had the pleasure of handing over a number of new trucks. Richard and Martin at Cenin, Hall Brothers, D John Rees and Evans Brothers all took delivery of new MANs.

The Workshop Team and Training

The workshop remains consistently busy, with new customers coming onboard, and morale is high. In March our four on-call technicians - Liam Harris, Kevin Davies, Craig Vyner and Josh Morgan - completed a two-day course covering Health & Safety, Customer Care and Roadside Safety, preparing them for call-outs and recoveries.

To further strengthen our service offering, Jason Rees will complete his tacho certification in May, giving us three fully trained tacho technicians and allowing us to offer morning, daytime and evening appointments.

Meanwhile, Paul Scott will also be attending an MOT course to become Swansea's MOT Site Manager, another valuable step in building depot capability.

New Team Members

We are delighted to welcome two new members to the team, Thomas Oliver within the R&M Department and Scott Jones as an HGV Technician. We wish them both every success as they settle into their new roles.

My sincere thanks to the entire Swansea team for an excellent first quarter - their hard work, commitment and professionalism have delivered fantastic results. I'm excited to see what we achieve together in Q2 as we continue to deliver outstanding service to our customers.

Tenby, Sarah Spolton

Tenby is enjoying a welcome moment of calm, with the workload easing very slightly. This is as a result of one of our major customers taking delivery of new MAN vehicles that are currently running sweetly.



We were all delighted to celebrate Charlie Maddox's Rising Star Award at the MAN event in Liverpool, as well as Lucas Banks qualifying with Distinction. To further his education and broaden his experience, Lucas has recently been spending time working from the Swansea workshop, where he has had the chance to meet the team and learn from operating in a different environment.

The team has pulled together brilliantly through Q1. Since Nigel left at the end of last year, Adam has stepped confidently into a dual role, combining foreman responsibilities with supporting the office on parts and stock management, and I'm pleased to say everything has run smoothly.

Staff Long Service Awards

We always love to celebrate the loyalty and dedication reflected in our Staff Service Awards, and this quarter we proudly mark a combined 50 years of service across five team members.

- Kelvin Walters, Auto Electrician Cardiff - 20 years
- Gavin Lucas, Technician Cardiff - 15 years
- Jeff Adams, Delivery Driver Swansea - 5 years
- Kevin Davies, Shift Supervisor Swansea - 5 years
- Stephen Gates, Technician Swansea - 5 years



Jeff Adams - 5 years



Gavin Lucas - 15 years



Steve Gates and Kevin Davies

Sales

The sales team report significant success across new MAN and Top Used, here is a small selection of the vehicles handed over in Q1, many of which are mentioned with the depot news.



Social Media Success

Across Instagram, Facebook and LinkedIn, we've seen strong growth in audience, engagement and overall visibility. Content showcasing company activity, Roger's 60th birthday, team highlights and our employee spotlights have all performed particularly well, with our followers responding positively to the more personal, behind-the-scenes moments across all platforms.

Key Metrics

Facebook

1,804 followers
 70.93k views
 2,370 page visits

Instagram

6.6% engagement
 381 interactions
 16.71k views

LinkedIn

688 followers
 135 page views
 2 avg unique visitors



239 7

Liked by wgdavies and others
 racheldavies A very special weekend celebrating 🎂🥳
 4 days ago

Our top performing post was Roger's 60th birthday celebration of course!