



CARDIFF
SWANSEA
TENBY

WG Davies
Servicing South Wales

Staff Newsletter

Q2 2025

Editor's message

Welcome to our Q2 newsletter - and just like that, we find ourselves halfway through the year.

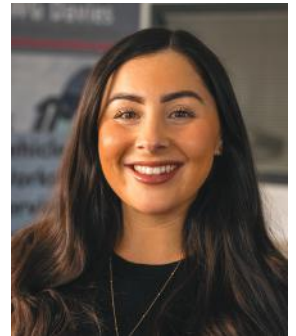
There's always a lot happening across WG Davies and fitting it all in is never easy. This edition includes a thoughtful piece from Roger on how our genuine commitment to our customers' success continues to influence every decision we make - from how we structure our teams to where we choose to invest. Being seen as a trusted business partner, rather than just a supplier, is something we should take real pride in.

We also have a powerful and honest Staff Spotlight with Brooke French, who reflects on more than 20 years with the company. He shares his journey from parts apprentice to his current role, talks about a memorable boxing match in front of 3,000 people and gives a moving account of how his father's illness has shaped his outlook on life, family and work.

It is a tough act to follow but we've done our best with the depot updates (the first one from Dean in his new role as Depot Manager). There's feedback from the recent Excellence in Customer Service workshop, a look at our team and HR, as well as an interesting feature on the MAN eTruck - did you know it only takes eight hours to build a truck? We also cover highlights from our social media and take a quick look at TGE sales, which continue to gain momentum.

As always, thank you for taking the time to read and catch up with everything going on at WG Davies. Put the kettle on - it's a good one!

Rachel



The Inside Track: **Total Commitment to Our Customer's Success**, Roger Davies

At WG Davies, our customers often speak of us not just as a service provider, but as a true partner in their success. That's something we don't take lightly. For us, partnership means understanding our customers' unique needs and then standing by our word, delivering our promises and going the extra mile whenever we can.

This commitment is more than just talk - it's reflected in the way we operate. Recent changes at our Cardiff site, including a major internal restructure, were designed specifically to sharpen our focus and improve the support we offer. Since 2009 we have actively sought our customers' opinions of the service we offer and we've listened to their feedback, acted on it and realigned our teams to better meet their

needs - not just for today but for their future and ours.

And we're not stopping there. Later this year we will invest further in Cardiff with a new two-bay workshop extension, complete with two pits. This expansion will significantly increase our capacity and deliver quicker turnaround times for our customers. To better support operators in meeting their legal compliance requirements, we now offer loaded brake tests at all three locations, with a brake load simulator operational at Swansea. And last but by no means least, Tenby is expanding the services it can offer with the integration of Jaltest Diagnostics, enabling all-makes vehicle diagnostics and further strengthening our commitment



to keep our customers wheels turning - no matter what make or model.

We have always believed that our success is measured by the success of those we serve and we're proud to be the partner our customers can trust.

Roger

Staff Spotlight: Brooke French, Contract & Warranty Advisor

In this edition of our Staff Spotlight, we sit down with Brooke French - someone who's worn many hats during his time at WG Davies. With over two decades of experience, Brooke brings a sharp eye for detail, a perfectionist's approach to his work, as well as a healthy dose of humour to the team. This is a chance for everyone to get to know him a little better.

What's your current role and what does a typical day look like?

"I manage the work in progress (WIP) at Swansea and handle all the contract and warranty claims. It combines two specialised functions into one role, there's no official job title that covers it but I'd call myself the WIP Manager and Contract & Warranty Advisor."

Managing the WIP is no small task, it ensures the smooth running of the business day to day and plays a role in cash flow too. "At the start of each month, we prioritise the big jobs so we can process them and get payments in quickly. Sometimes jobs get parked, maybe a job card hasn't been completed and when that happens I'll track it down, find the tech responsible and push for the right notes to make sure it's ready to claim."

"It is a bit of a race against time," Brooke admits. "There's always pressure but I try to stay ahead of it. Daniel makes it all look easy, though to be fair, he's emailing at 10pm, so he's putting the hours in too!"

What do you enjoy most about your job?

"I love staying on top of things; hitting daily targets and making sure everything's in order. I take real pride in getting it right the first time, especially with the warranty claims. If something's rushed or not quite right, it might get rejected and that can mean delays of up to two weeks."

Brooke's perfectionism pays off, "There's a KPI we need to hit for first-time claim approvals and I always aim to be in the green for that. I think the business gets a bonus for that too."

No two days are the same and his role requires him to work with multiple departments too. "I am dealing with the depot manager, service reception, parts and technicians. I love it, I've been with WG Davies since 2002 and honestly, I can't imagine working anywhere else. It's fantastic. Everyone's got each other's backs and more than that, we're friends. You couldn't ask for a better team than the one we have at Swansea."

How did you come to join WG Davies?

"After school, I got a job at McDonald's just while I looked for something more permanent. My Mum told me she didn't want her son as a bum, she said "You get a job or you are out of here!", so I got a job!"

"I had two options for my apprenticeship and the guy looking after us advised me to go for WG Davies, saying it was a more supportive, family-run company. He was right, it's been brilliant."

Who has mentored or inspired you?

"Mike Harris originally mentored me when I was doing my apprenticeship. Then it was Andrew Dyer, who I've worked with the longest and he has always been really supportive. More recently Daniel's been incredibly good to me - I feel like he recognises how valuable I am to the business. Everyone here is approachable, even Roger takes time to listen and he always asks after my Dad - he's a true gentleman - approachable, humble and always ready with a thank you."

How do you spend your time away from work?

"My daughter is my world, the love of my life. She's 10 now and into football and dancing, we have every other weekend together. Last weekend, we hit the trampoline park and Swansea's LC2 waterpark - she loves the lazy river, we must have gone down it 20 times!"

Tell us something about you that not many people know?

"I once boxed in front of 3,000 people - and I won! WG Davies even sponsored me. I trained for six weeks, dropped three stone and got into the best shape of my life. We did a Boot Camp which was brutal; sprinting up the local NCP car park, Boxercise and sparring at 6am, but it was amazing too."

"They put me on first but when my song came on I didn't walk out because my trainer was still telling me what to do - my mum was really worried about what had happened to me. When I eventually



did walk out and got in the ring, the guy who I was going to fight looked at me like he wanted to kill me and that really got me going - if he hadn't given me that look he might've won that night!"

These days, Brooke keeps active with the occasional morning run around the WG Davies site, "There's a 1km loop around the site and a group of us do a few laps before a quick shower here and then we start work. It's better than nothing."

How would you describe yourself in three words?

"Funny, kind and outrageous." I think we can all agree with those!

What is the best piece of advice you've ever received?

"Live for today. You don't know what tomorrow will bring."

Brooke shared this perspective after talking about how his father had become ill very suddenly. "It's been tough but I stay positive. I don't want to bring others down and the truth is, life goes on. You've got to face it the best you can."

Brooke, thank you for your honesty, energy and positivity. We're glad you chose WG Davies all those years ago, we're lucky to have you.



TGE Sales - A Record-Setting Start to 2025

The first half of 2025 has been our most successful period yet for MAN TGE sales, with 32 vehicles handed over in Q1 alone. From specialist conversions to fleet replacements, WG Davies has proudly prepared and supplied TGE vans to a wide range of valued customers - including Castell Howell Foods, Walters Group, KAYMAC and Drain Force - many of whom have come back to us for additional vehicles thanks to their satisfaction with the MAN product and our service.

Our ability to consistently deliver high-spec, tailored solutions has made the TGE the go-to choice for loyal customers and new clients alike - including PORTACOVER, Brush in Hand and Atlas Windows, who have all recently taken either their first or highest spec TGEs to date.

This success is made possible by the consistent excellence from our service team, whose behind-the-scenes effort ensures every handover meets the very highest standards.

Looking ahead, Q3 is already shaping up to be a strong quarter with several significant fleet orders secured from Andrew Scott Civil Engineering (11 TGEs), Dwr Cymru Welsh Water (5 Jetter vans), Rhondda Cynon Taf, South Wales Police and Centre Great among others. We're also seeing referrals turn into sales results, with customers like Jack Mason and Rhodri Hopkins helping to secure new deals through their positive testimonials.

It's a powerful reminder that exceptional service drives exceptional sales - thank you to everyone involved in preparing and maintain these vans.



Depot Updates

There's a strong sense of positivity across our depots this quarter, driven by continued investment in facilities, increased access to technical training and recent staff changes.

Cardiff Depot Update, Dean Lawler - Exciting Times at Cardiff Depot

There's a real buzz at Cardiff with some good news to share. The front office has undergone a complete makeover, with new carpet, TVs, desks and blinds. The space is brighter, more modern and far more welcoming - a reflection of the pride we take in our workplace.

After years of dedicated service, we bid a warm farewell to Gareth as he begins his well-earned retirement. Stepping into the role of Depot Manager, I'm proud to take on the next chapter and lead such a committed and capable team.

July is shaping up to be a busy month with 34 new Tractor units arriving for PDI for GXO. Our proactive approach to workflow and preparation is already delivering results and we're looking forward to the new workshop extension which will give us two additional bays, fully PET Reg and ADR compliant, complete with pits to support our growing operations.

It's also been great to see XDMS being fully embraced and unlocking new efficiencies across the board. Alongside this the online MAN training portal usage is at an all-time high, further strengthening our team's knowledge and capabilities.

We're welcoming back the Greenergy Flexigrids trailers and we're thrilled to welcome Thomas Green, who returns to WG Davies in a Workshop Control role, while Carl Pulverness is now heading up R&M contracts and warranty claims in the admin team.

Several smaller process improvements are having a big impact on vehicle turnaround times; we're working smarter, getting ahead of issues before vehicles even arrive and it's paying off. And finally there was a Customer Service Excellence Workshop attended by all customer facing staff, which has already made a significant impact with customers praising the enhanced communication and updates.

A huge thank you to everyone for your continued effort and adaptability. Your dedication is what drives our success.



Swansea Depot Update, Daniel Jones - Growing, Evolving, Celebrating

Q2 has been another busy and productive quarter for the Swansea depot. We've continued to deliver a high volume of truck and van PDIs while maintaining a steady flow of general maintenance work.

One of the most significant developments this quarter was the implementation of meaningful loaded brake testing - a legal requirement for operators from April 1st, following updates to the Guide to Maintaining Roadworthiness. In preparation, we had a brake simulator installed by MAHA and our technicians are now fully trained and equipped to ensure our customers' vehicles remain compliant with current regulations.

In line with our commitment to expanding our service offering, we're excited to announce the purchase of a new recovery vehicle. Selected technicians will soon undertake specialist safe recovery training and we expect the vehicle to be fully operational by August. This new capability will allow us to

recover vehicles quickly and safely, further enhancing the one stop shop, full-service support we provide.

We're also proud to highlight a major step forward in our EV readiness: Daniel Castle, Paul Scott and Craig Vyner have all successfully completed their IMI Level 3 EV training. This achievement moves us closer to our goal of establishing Swansea as a certified EV workshop, ready and prepared to support the upcoming launch of MAN Electric Trucks.

Lastly, Q2 marked the retirement of our Operations Director, Malcolm Jones. After a long and successful career, Malcolm leaves behind a lasting legacy at WG Davies. Mal led by example, always calm, focused and dependable. Equally never shy of sharing a not-quite-PC word of advice - he has left a lasting impact on both the business and the people around him.

Thank you, Malcolm, for everything. Diolch yn fawr iawn.



is a real win-win: not only can we now carry out warranty repairs directly on behalf of Knorr-Bremse, it will also cut down the time we are waiting for an agent to come and complete repairs we need done here.

The team remains strong and unchanged, continuing to provide the consistent, high-quality service our customers know and trust. Speaking of which, our customer base remains loyal and very satisfied, which is always our top priority.

And there is a big milestone for one of our key customers, Certas, who is taking delivery of brand-new MAN tractor units - a major shift, as they've previously run Scania. It is a fantastic development and we're very much looking forward to maintaining them.

So there is plenty happening, and we're here for all of it - with sleeves rolled up and spanners at the ready!

Tenby Depot Update, Sarah Spolton - Business as Usual but Never Boring

It's always a bit of a rollercoaster in Tenby - some days we're busy and some days we're very busy!

We're pleased to share that we've recently invested in the Jaltest CV system, a state-of-the-art, all-makes diagnostic tool that enhances our service capabilities for non-MAN vehicles. We're also proud to become an authorised Knorr-Bremse agent, unlocking new business opportunities for us here. This

BrightHR and BrightSafe Update

We're looking forward to welcoming the BrightHR team on-site soon, as we've been selected as one of their advocate businesses. This visit offers a great opportunity for BrightHR to gain first-hand insight into our operations, and for us to strengthen our collaborative relationship with them.

Health & Safety Update:

We continue to make progress with the implementation of the BrightSafe app and with the support of our workshop foremen we will gain further momentum over the coming months, embedding its use more deeply across all sites.

In support of this, I recently completed the IOSH Managing Safety training course - a globally recognised three-day programme designed to equip managers with essential health and safety knowledge. The course has provided me with valuable insights into how we can implement consistent, practical H&S measures across our business. Combined with the capabilities of the BrightSafe platform, we're excited to take a more modern, technology-driven approach to managing safety across all three sites.



The Future of MAN Starts Now

MAN's production plant in Munich will build both electric and diesel trucks side by side



A bold new chapter has begun for MAN Truck & Bus when it announced that, from this point forward, the Munich production plant will build both electric and diesel trucks on the same fully integrated production line.

The Munich plant, which is the heart of MAN's production network, has the capacity to produce up to 100 trucks per day, regardless of drive type - it takes around eight hours to manufacture a truck. To date c200 electric trucks have been delivered to customers across Europe and these vehicles have already covered around two million kilometres, proving their reliability, range and performance under operational conditions.

Orders for a further c700 MAN electric trucks have been received reflecting the growing demand for clean, high-performing transport solutions. With a standard range of up to 500 kilometres and an optional seventh battery extending the range to an impressive 740 kilometres, MAN's electric trucks offer real flexibility for a wide range of haulage needs. MAN aims to deliver its first 1,000 electric trucks by the end of the year, reinforcing its role as a leader in the shift towards decarbonised transport.

The future of MAN has arrived and it's electric.

Excellence in Customer Service Workshop

Understanding what excellence means and how WG Davies can stand out for all the right reasons

On 19 May, 13 customer facing staff from Cardiff and Swansea attended two Excellence in Customer Service Workshops. The sessions included a discussion of:

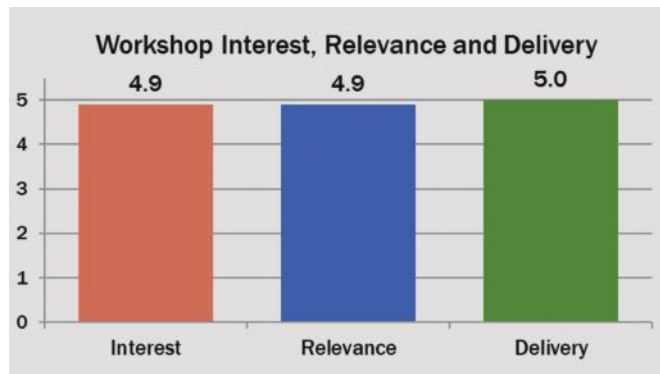
- Why we need to give excellent service to every customer every time
- What excellence looks and sounds like
- Customer expectations and going the extra mile
- The importance of excellent communication
- Reputations and how to say no

The session finished with each staff member making a promise to start, stop and to do something better, which included:

Start: Communicate better. Try to make outgoing calls and understand customer needs.

Stop: Avoiding bad news and ring the customer now. Stop assuming....

Do better: More regular check of VOR vehicles to see if we can get them back on the road quicker



The chart shows the workshop was rated very highly by those attending (ratings out of 5)

WG Davies Team Update: Staff Milestones, Moves and Training Highlights

Tenby

- The team has recently completed both Axle and Suspension training, as well as Liquid Fuels training - essential steps to ensure ongoing compliance with PET Regulations
- A special congratulations to **Sarah**, who celebrated an incredible 20 years with WG Davies - thank you for your continued dedication and service. (pictured below)



Swansea

- There were two significant anniversaries this quarter (pictured above):
 - **Graham Baggridge** celebrated 30 years with the company
 - **Rachel Davies** marked 10 years - huge congratulations to both!
- We're also pleased to announce **Chris Lyons**, our MOT tester, has been promoted to LGV Supervisor. It's a well-earned step up that reflects his hard work and commitment.



Cardiff

- We welcomed **Carl Pulvernness** to the admin team in May and he's already proving a very valuable addition
- **Thomas Green** has also re-joined WG Davies and is now based at the Cardiff depot, making a strong impression on his return.
- And of course **Dean Lawler** is settling in well as our new Depot Manager, bringing energy and leadership to the role.



Social Media Success

Our social media channels have continued to perform strongly in terms of engagement and follower growth even with fewer posts this quarter - quality content really does make an impact.

Between March and June, we shared 18 posts across Instagram, Facebook and LinkedIn, maintaining an impressive engagement rate of 5.07% - well above the 4% industry benchmark.

Celebrations and Highlights:



LinkedIn: +17% growth to 575 followers - a sign of increasing professional interest in our business.
There were 11,375 impressions and 389 engaged accounts



Facebook generated over 33,000 impressions and one static post reached an impressive 3,000 views!
Overall, we had 1,622 likes, 1,874 new visits and reach of 21,789



Instagram follower growth remained steady (+0.57%), with 4,324 accounts reached and over 15,000 page views.
The 18 posts delivered 14,000 impressions and 407 new profile visits +5.7% on Q1

The top 5 performing posts were:



ENGAGEMENT
14.48%



ENGAGEMENT
12.41%



ENGAGEMENT
9.655%



ENGAGEMENT
9.302%



ENGAGEMENT
9.220%

It's encouraging to see the engagement growth across all platforms on fewer posts - proving that thoughtful content keeps people interested and connected to WG Davies.

We're Hiring

Do you know anyone who is looking for a rewarding career? We're hiring:

Parts Advisor in Cardiff.

Apply to
sam.price@wgdavies.com

Vehicle Technician in

Swansea. Apply to
Daniel.jones@wgdavies.com

