



CARDIFF  
SWANSEA  
TENBY

**WG Davies**  
*Servicing South Wales*

# Customer Newsletter

**Q3 2025**

## Editor's message

Welcome to our Q3 newsletter. We thought we might get back to our original four-page format for this one but, we were wrong, so much is happening!

Inside this edition, Roger shares his thoughts on the vital role we play in supporting our customers and helping them deliver their promises. We've also got a fantastic interview with Stuart Goggin of Roadway UK Logistics, who gives us a real insight into both his business and family life. His honesty and openness will take your breath away.

We reflect on the visit from Jan Kohlmeier, MAN UK's new MD, review the open days at Cardiff and Swansea, celebrate the launch of our new recovery service and share the key takeaways from our annual staff survey. There are also updates from HR, our Customer Service Index programme and the depots, as well as TGE highlights and finally we just manage to squeeze in a look at what we've been up to on social media too. Take a deep breath and dive right in!

Rachel



## The Inside Track: Aftersales Service and Uptime, Roger Davies

In today's haulage industry, there is no escaping the reality that costs are rising and margins are under pressure. That means one thing above all else: downtime is no longer an option. We know that when a vehicle is parked up instead of out on the road, it is costing money when it should be earning money and we know our customers feel the impact straight away.

This is why we are aware that the quality and speed of our aftersales service has never been more important. Great communication, technical expertise and the availability of genuine parts together make the difference between a vehicle standing still or getting back to work quickly. Of course, things don't always go to plan and when our customers have a problem we really need to step up, act quickly and go the extra mile to get their wheels turning again.

At WG Davies, we've built our reputation on the family values that we hold so dear - relationships and trust are key to everything we do and we want our customers to know we care and that when they need us, we will respond, whether that's in the workshop, out on the road through MAN Mobile24, or with quick access to the right parts. It's why operators like Stuart Goggin (interviewed this quarter for our customer spotlight) describe the relationship with us as a true partnership, not just a supplier / customer arrangement.

At the end of the day, uptime isn't just about vehicles - it's about businesses, families and livelihoods - and so our role is not only about keeping trucks on the road, it's about being a true partner in helping our customers deliver their promises.



To all our customers who place that trust in us - thank you. We never take it for granted.

Roger

# Customer Spotlight: Stuart Goggin, Roadway UK Logistics

This quarter we spoke with Stuart Goggin, although his very busy work life meant that it was hard to catch him. The effort was more than worthwhile though because, when we finally tracked him down, he was wonderfully open and honest. He talked about his relationship with WG Davies, how he found himself in haulage after his dream of joining the Royal Marines was cruelly taken from him, the importance of having a strong second in command and his family life. Enjoy...



*Stuart Goggin with Rachel*

## A partnership with WG Davies that goes back to Stuart's childhood

It was Daniel Jones who proposed Stuart for this quarter's interview, so we started by discussing his connection with WG Davies. It goes back many years; "Roger did business with my father and has known me since I was a boy", Stuart told us. These days, most of his day-to-day contact is with Daniel, who Stuart affectionately calls "Boss Baby" he explained "Obviously he struggles with his height and he is the boss!"

It is a long-term relationship built on trust. Stuart explained "When I phone with a problem to solve they jump on it as soon as they can. I can honestly say they've never let me down. I've never had a bad word to say - because they're that good to me."

In fact his connection with Daniel goes beyond the workshop: "We go a long way back, we have played rugby against each other over the years - me at Penclawdd, Dan at Tumble. We were never in direct opposition but you always make contact somewhere on the field. We've known each other a long time and it's a great relationship."



## Why Stuart chose MAN

Stuart's fleet today consists of five MAN's; four artics and one 8-wheeler, all chosen for reliability, performance and in particular for the strong aftersales support.

"Previously, when I worked for EPS at Swansea Docks, they had tried others but found once you had the vehicle, that was it, there was no real aftersales. MAN gave us the right pricing, the right vehicles and the right support. Once we tried MAN, it was an easy choice to stick with them."

His current fleet of D38s delivers outstanding performance: "They're constantly towing and they do the job brilliantly. The fuel return is phenomenal too. Of course, it doesn't matter how good the aftersales is if the vehicle itself doesn't perform but the MAN vehicles, with support from WG Davies, deliver on both fronts."

WG Davies are more than just a supplier to Stuart For Stuart, the relationship with WG Davies goes way beyond the usual customer-supplier setup. "It's much more of a partnership. What we do doesn't work without them and what they do doesn't work without us - we need each other and they've got a great team in Swansea."





That closeness between Stuart and the team in Swansea even allows for a bit of fun. Stuart recalls playing a prank on Rachel. He put on his best Irish accent and told her he had a bus that had broken down, saying MAN Mobile24 had told him to call WG Davies. Obviously, she was confused by that but tried to help. At one point she clarified that it was an MAN bus, to which he replied “No it’s a Scania!”.

“She was trying so hard to be so helpful,” Stuart recalled, “She even Googled Scania’s number for me before I dropped the accent and told her it was me! She still hasn’t forgiven me... but it shows the kind of relationship we’ve got, you can have a laugh as well as rely on them when it matters.” We can’t help but be a little concerned that Rachel will get her revenge and advised Stuart not to let his guard down!

### Stuart’s life before and beyond haulage

Interestingly, running lorries wasn’t Stuart’s plan. “My dad was in transport and I would go driving with him but my dream was to join the Royal Marines. I was in basic training when I had an accident, I fell awkwardly and injured my neck badly. When you hear the words “medically discharged” it is quite soul destroying. That was tough, mentally it broke me. It’s not something you ever get over but you have to get on with life. I came back into haulage - it is difficult for me to reflect on.”

It is hard to hear him talk about that but what strikes you is the positive outlook Stuart has, despite the challenges: “Life’s hard enough without dwelling on the negatives. If you can look for the lighter side, it makes things easier for you and everyone around you.” And once again he reinforces the importance of his relationship with WG Davies, “It is tough and sometimes you need just a little break, and then I will get a call from Rachel and she will have a chat and tell me my lorry is ready and that is the lift I need. WG Davies treat me like I am one of theirs and they really do push the boat out for me.”

### Away from work it is all about the family

When he is not working; driving or managing the business, Stuart is all about family life, with his wife Amy and their children, son Corey (14) and daughter Harley (10).

We asked him how he met his wife. “Believe it or not, Amy and I grew up on the same street, just across the road from each other. It was years later that we started seeing each other and two years after that I proposed - I knew she was the one.”

Weekends are a whirlwind of activity: “It’s chaos, it starts on Friday evening with my daughter’s Irish dance classes. She won the Irish championships at eight years old. Then we hit the ground running on Saturday with football for Corey and on Sunday it is rugby with Corey, with me coaching the team at Penclawdd”. When the family aren’t at sports or dance competitions, they love trips to Scotland, where they have family ties.



### Business and the Day-to-Day

It feels like we have solved the problems of the world by the time we get around to talking about Stuart’s business. His company, Roadway UK Logistics, picks up scrap metal for Ammanford Recycling, moving it from Wales to locations all over the UK and then he picks up loads for the return journeys.

The business was born after Covid. Stuart explained “The company I was working furloughed everybody and then shut down. I went to work for one of the directors but he had some issues and he asked me if I would start my own business and take it all on for him.”

We suggested that must have been a big decision? “Yes, a massive, huge decision. I didn’t sleep very well for a number of weeks. I went from working for somebody else to working for myself overnight.”

Like every operator, he faces challenges: fuel prices, driver shortages and the 24/7 demands of running a business. Fortunately, he has a strong support network: “My accounts are looked after by Sally, who I can call any time. And I’ve got a brilliant second-in-command, Andrew Pegler, who has the same work ethic as me. He’ll go above and beyond to sort problems out, he won’t just walk away, he will get it sorted and I can’t thank him enough.”

As we were wrapping up the interview Stuart laughed and told us “You’ve dragged more out of me than most people do - that was part interview, part counselling session!”

For us at WG Davies, hearing stories like Stuart’s reminds us why we do what we do. It’s not just about trucks - it’s about people, trust and building relationships that last. Thank you Stuart for stepping into the spotlight and sharing your journey.

# Depot Updates

## Cardiff Depot Update

It's been another full-on, non-stop quarter here in Cardiff. We successfully prepared delivered 34 MAN Tractor units for GXO, a huge achievement for the team. Without pausing for breath, the team is applying themselves to 25 PDIs for Evri, all of which is keeping the tempo high and the standards sharp.

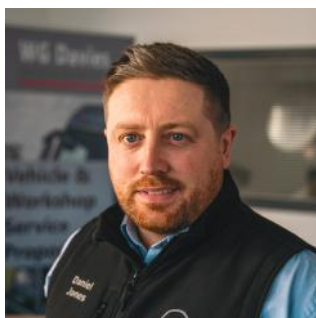


The workshop team has been strengthened with the arrival of Thomas Davies and the welcome return of Robert Meek, both bringing fresh energy and valuable experience to the technician team. At the same time, business development is moving forward with Mark Noel opening doors with new clients and creating exciting opportunities for future growth.

Meanwhile, positive changes within the office and team environment have given the depot a fresh rhythm, lifting morale and enhancing the service experience for both staff and customers. It has been a demanding but rewarding quarter, and the Cardiff team continues to show great energy, professionalism and commitment.

## Swansea Depot Update

Q3 has been another busy period for our Swansea depot, with the team working hard to keep everything running smoothly, even as many enjoyed some well-earned summer holidays.



A big focus this quarter has been preparing and handing over new vehicles, especially with the launch of the 75 plate. Thanks to the dedication of David Watkins, we've delivered multiple TGEs (see TGE Talk for details), showing once again the trust our customers place in WG Davies and the professionalism of our team.

We were also especially proud to complete our very first coach PDI, delivered to Clive Edwards of Taf Valley Coaches - a real milestone for us in Swansea and a sign of the wider services we're now able to offer across the transport sector.

To keep pace with demand and to support our growing customer base, we've also been welcoming new talent into the team (see HR Headlines).

Looking ahead to Q4, our priorities are clear, the refreshed and revitalised team will focus on:

- Maintaining high service levels for our loyal customers
- Preparing and delivering more new vehicles with the same attention to detail and professionalism



- Continuing to invest in our people - giving everyone the opportunity to develop at WG Davies
- Closing 2025 on a high and laying the foundations for all the opportunities 2026 will present

A big thank you to everyone at Swansea for your hard work, flexibility, and commitment through another busy quarter.

## Tenby Depot Update

It's been business as usual during the last quarter in Tenby, with the usual peaks and troughs in workload that keep us on our toes – nothing out of the ordinary but plenty to keep the team busy.

We continue to enjoy our status as a full member of the MAN Truck & Bus network and as an authorised Knorr-Bremse agent, both of which are a real boost for the depot and the customers we serve.



A highlight this quarter has been welcoming the first MAN tractor unit in Certas livery. After many years of building a strong relationship with them, it's fantastic to see this arrive with us - a real milestone that reflects the effort and trust we have built over time.



# A Warm WG Davies Welcome for Jan Kohlmeier



At the start of September, we had the pleasure of meeting the new UK Managing Director of MAN Truck & Bus, Jan Kohlmeier. His visit gave us the opportunity to show him first hand the range of services we provide across our depots in Cardiff and Swansea, with of course, a mention of the great work that is happening in Tenby too.

Jan (fifth from left below) told us he felt “Welcomed with genuine warmth.” Alongside the business discussions, he also enjoyed some proper Welsh cakes, the beautiful South Wales countryside, and the famously warm hospitality of our region.

## WG Davies Recovery: Ready when you need us

We're delighted to announce that the new WG Davies recovery vehicle is now on the road and fully operational, ready to support our customers whenever the unexpected happens.

Our team have completed specialist training to provide recovery services for vehicles up to 3.5t with speed, safety and professionalism. Whether it's a breakdown, an unexpected fault, or an emergency situation, we're now set up to respond quickly and keep your business moving.

Of course, we hope our customers will never need this service - but if they do they can count on WG Davies to be there by calling 01792 795705.

Keeping our customers' wheels turning has always been our priority and with our new recovery service, we're adding another layer of support to help you deliver with confidence.





# TGE Talk

The MAN TGE continues to prove itself one of the most versatile vehicles; from specialist emergency services (ambulances, police support and recovery) to delivery, construction, passenger transport and motorhome conversions.

It's no surprise then that we have seen demand for the vehicle remain strong. In Q3 alone, we handed over 28 TGEs:

- 11 in five different configurations to Andrew Scott - check out two of these below
- 7 tipper to Rhondda Cynon Taf CBC
- Additional vehicles for FTM (1), Drain Force (2) and RJG Logistics (1, their 9th to date)
- 2 to Mason Bros and one each to Total Sound Solutions, Polaris Vehicle Solutions and OHS Construction

The momentum continues, with orders in the pipeline from Centre Great, Local Flooring & Tiles, Platinum Gas and W D Lewis in significant numbers. The TGE really is delivering for every kind of business.



## HR Headlines: Prioritising our People

We welcome new team members, celebrate long service awards and share some positive progress for Health and Safety as well.

### NEW STARTERS

**Cardiff:** We're delighted to welcome **Thomas Davies** who joins as a technician and **Robert Meek** who has returned to Cardiff as a Technician.

**Swansea:** The technician team are pleased to add **Jason Rees** and **Phil Gregory** to their number. Daniel reports that their skills and positive contributions are already evident.

**Daniel Thomas** joins as Parts Retail Sales Advisor supporting counter sales across our three depots and **Simon Evans** takes on the role of Woodchip Driver.

### LONG SERVICE AWARDS:

Congratulations and thank you for your loyalty to:

- Craig Vyner (Swansea) - 10 years
- David Watkins (Swansea) - 5 years

### H&S

This quarter's external H&S audits at all three depots were a success, with improvements noted across the business.

Highlights include: refurbished Cardiff office, new yard at Swansea (pictured here) and the defibrillators now installed at all depots.

Thank you to everyone for supporting the ongoing focus to create a safe and positive workplace.



# Staff Survey 2025: Headlines

A big thank you to everyone who took part in this year's staff survey. Your feedback really helps us understand what's working well and where we can do better.

The good news is that overall job satisfaction and morale remain high, in fact 97% of you said you feel satisfied and the team in Tenby (pictured right) told us things couldn't be better.

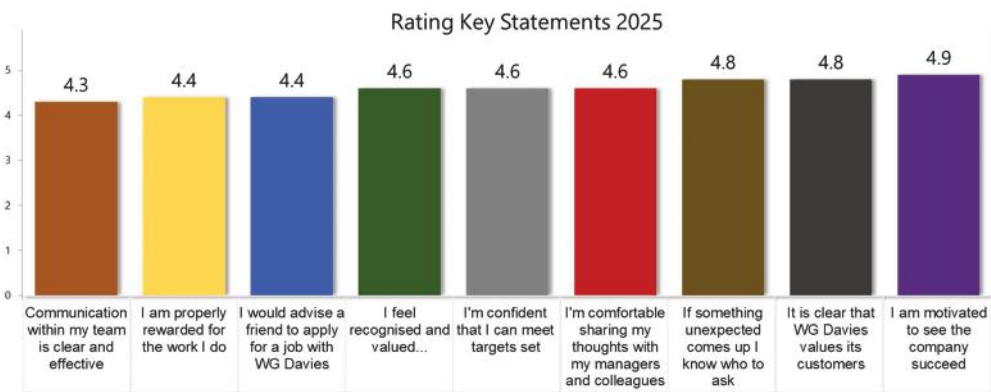
Cardiff has dipped a little, we know some of the recent changes there have felt unsettling and that is something we're paying close attention to.

Most of you (90%) feel valued and while we would love that to be 100% it is encouraging to see big improvements in how fairly rewarded people feel - only two colleagues told us they don't. The message that we are taking away is that internal communication could be better. While the newsletter is well liked by those who read it, several of you want more information and sharing within the teams could be easier. That's useful to know and we are already working on a plan to tackle that.

The chart below shows the rating of the key statements, with five being the maximum:



Thank you again for being so open and honest, your input genuinely shapes the decisions we make.



## Open Days with MAN e-truck ride and drive

In September we threw open our doors to welcome customers to both Cardiff and Swansea. It was an opportunity to showcase our facilities and talk to our customers face to face, but the real draw was the chance to test drive the groundbreaking MAN e-Truck. As you can see below that was an offer even our Debbie could not resist!





# Customer Satisfaction in Action: Q3 Update

With over 100 interviews conducted this year, we thought it a good time to share the top line findings from the CSI programme for the year to date.

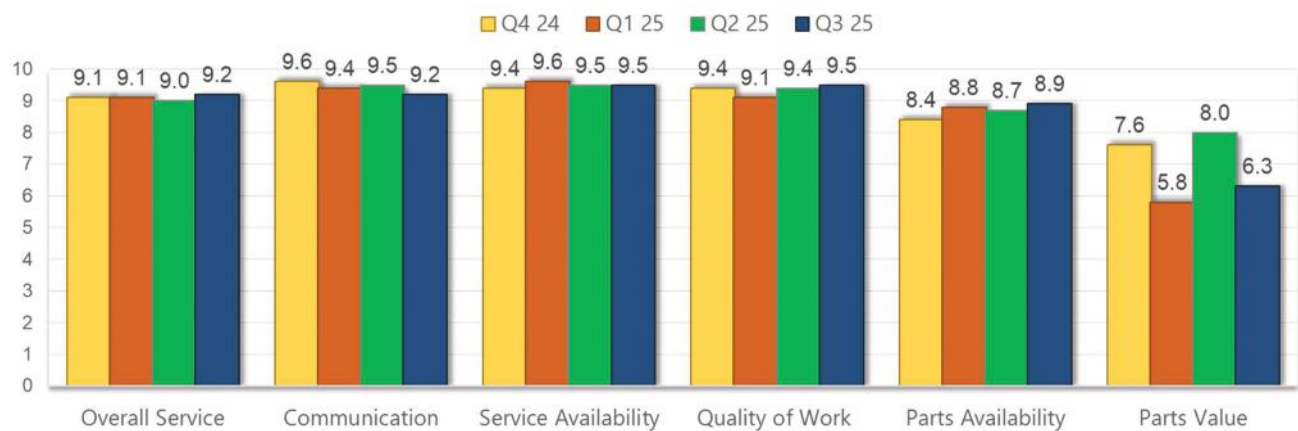
Since 2009 we've been picking up the phone to ask what we can do better and those honest conversations are invaluable to us. We've made over 100 calls already this year and every one helps us shape the way we work. Sometimes the feedback is

glowing, sometimes it's tough, but customers often tell us they appreciate being asked for their opinion when others don't and that means a lot.

The results? For the last four quarters, most satisfaction scores have been above 9/10. The only areas falling short are parts availability and value, which we're working hard to improve. If you've taken time to share your thoughts with us - thank you.



KPIs Average: All Depots and Departments - Last Four Quarters



## Social Media Success

Q3 was busy with 35 new posts on each platform and we are thrilled that both engagement and the number of followers has increased, with Facebook page visits almost double (+98% on Q2).

- Facebook views are up 39% to 74,611

- LinkedIn followers are up again to 607
- Instagram is always popular with 1,118 followers and 49,108 views Whichever platform you follow us on, we're just glad you are part of the conversation.

The top performing posts (not including reels) were:

