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WG Davies
Servicing South Wales

Customer Newsletter

Q3 2026

Editor's message

Welcome to our Q3 newsletter.

In this issue, we catch up with Clive from Taf Valley Coaches, who shares the story of how a family business grew from a single coach into one of West Wales' best-known operators. We also catch up with Ryan Waite at Inter-Haul to hear about the company's early experiences with its new MAN EVs.

Roger uses his column to reflect on the importance of consolidation and consistency, making the very best use of

the people, facilities and systems we already have to support customers today and prepare for tomorrow.

We also bring you news of the new MAN eTGX and highlights from the Celtic Truck Show. Elsewhere, we look at our role in supporting the Paddle-Peak-Pedal Challenge, which raised £50,000 for charity, we also celebrate the milestone of 2,000 customer service interviews and share the latest updates from across our depots and HR team.



As always, thank you for your continued support and we hope you enjoy the read.
Rachel

The Inside Track: Building on Strong Foundations, Roger Davies

Over the years we have made substantial investments across WG Davies and the commitment to this continues today. From the expansion of our Cardiff workshop - creating two additional bays and increasing capacity - to ongoing investment in diagnostic equipment, technical training and EV development, we are building the foundations for the future. Just as importantly, we continue to invest in our people through leadership, customer service and personal development programmes.

Our focus now is on consolidation: making the very best use of the people, facilities and systems we already have. Tools such as Xpower and RIO are helping us work smarter, moving towards a more proactive and preventative approach to maintenance while improving efficiencies through connected vehicle data.

Customer feedback remains central to everything we do. With more than 2,000 CSI interviews completed to date, we have a clear understanding of what matters most to our customers. The programme helps us celebrate what we do well while keeping us focused on the areas where we can continue to improve.

As the industry moves towards electric vehicles, we are ensuring our workshops and our people are ready to support this transition. At the same time, we recognise that diesel will remain central to many operations for years to come and we remain fully committed to supporting customers regardless of the fuel they choose.

In uncertain times, consistency matters. More than ever, our customers need a trusted partner who will work alongside them to keep their wheels turning.



That means we need to be flexible, solution-focused and willing to go the extra mile when required.

Because ultimately, when people, facilities, technology and customer relationships come together, the whole really is greater than the sum of its parts.

Servicing South Wales

Taf Valley Coaches - Clive Edwards, Managing Director

For more than 35 years, Taf Valley Coaches has been connecting communities, taking holidaymakers across the UK and Europe and earning a reputation for exceptional customer care throughout West Wales. What began with a single school contract and just one coach has grown into a thriving family business operating a fleet of 45 vehicles across two depots.

At the heart of that success is founder, Clive Edwards, whose entrepreneurial journey began with determination, hard work and an unwavering refusal to accept “no” for an answer.



Left to right: Joseff, Heather and Clive

From Mechanic to Managing Director

“I was working as a mechanic, doing 70 hours a week for £2.50 an hour,” recalls Clive. “I decided to do my CPC qualification without telling anyone and, alongside my then-wife Heather, we applied for a school contract. We were lucky enough to win one.”

If winning the contract was (relatively) easy, financing the first vehicle proved more challenging. “I went to the bank to borrow £4,600 for a coach and was told they'd lend me money for a car but not for a bus. I closed my account, walked out and went elsewhere.”

With support from what is now The King's Trust, an interest-free loan and a little financial help from his grandfather - which he paid back in full - Clive and Heather purchased the first coach and began operating a single school service in 1990.

Today, despite having been divorced for 15 years, Clive and Heather still run the business together. Heather was invaluable in the early days, when she worked alongside Clive to establish the business, and continues to this day handling wages and invoices. “If you

came into the yard today, you wouldn't know any different,” Clive told us. “We decided nobody else was going to make money out of us. We'd continue running the business as we always had and that's exactly what we've done.”

Growing Through Hard Work

From rented premises and a single vehicle, Taf Valley Coaches steadily expanded, purchasing its current Whitland headquarters in 1994 and continually investing in its fleet and facilities.

Asked what he attributes the company's success to, Clive's answer is immediate: “Hard work.”

But there is more behind that simple response. “I was hands-on with everything. I drove the holidays, did the tours, handled the private hires. I was never home. Even today, we're very much a hands-on business.”

That commitment has seen Taf Valley Coaches grow to 45 vehicles, employing around 50 staff and operating across two depots in Whitland and Pembroke Dock.

A Family Business Through and Through

The business remains firmly rooted in family values. Clive and Heather's son, Joseff, now plays a key role, managing the company's growing holiday programme after studying Business and Tourism at Swansea University.



The holiday division now operates around 88 escorted holidays each year, taking passengers to destinations across the UK and Europe. “We’re where we want to be,” says Clive. “We’re big enough to cope and small enough to care.”

That philosophy is reflected in the slogan displayed on the back of Taf Valley coaches: “Begin your holiday as strangers and finish your holiday as friends.” It’s more than just a marketing message. “People meet on a holiday and by the end they’re friends. They meet up afterwards for coffee and book trips together.”

And those people return to Taf Valley time and again. In fact, one couple have already booked 13 holidays with Taf Valley coach holidays next year after taking nine in 2026, a testament to the experience and welcome they have repeatedly enjoyed.

Why Coach Holidays Are Thriving

Clive believes the growing popularity of coach holidays is easy to explain. “People are fed up with airports and hanging around. We pick them up virtually from their doorstep. Once they’re on the coach, they’re our responsibility.”

Unlike some operators, Taf Valley packages include excursions and experiences within the holiday price. “We’re not the cheapest and we don’t try to be. If there’s a train ride, it’s included. If there’s a boat trip, it’s included. Our customers know exactly what they’re getting.”

The Importance of People

When asked what great customer service looks like, Clive points straight to the people representing the business every day. “It’s the drivers, they look after the customers.”

In many cases, those relationships extend well beyond the duration of the tour. “Our customers treat the tour drivers like family. They visit them, have cups of tea together. They’re more than drivers, they’re entertainers too.”

That people-first approach extends beyond the business itself. Clive and Taf Valley Coaches are heavily involved in charity work, supporting Welsh Air Ambulance, Marie Curie and Prostate Cymru charities. An accomplished singer, he regularly performs at fundraising events and has even released music that can be found on CDs and streaming platforms. Clive believes in supporting his local community: “Being involved in the community is important. If you support your community, it supports you back.”

A Partnership Built on Shared Values

Taf Valley Coaches has operated MAN vehicles for many years and Clive is clear about why the relationship with WG Davies works so well. “We’re both family businesses; that’s what stands out.”



What particularly impresses him is the personal approach. “I was sitting in a coach at the depot one day waiting for work to be done and Roger came over and asked if I wanted a sandwich while he was getting his lunch. He didn’t need to do that and these little things make the difference.”

For Clive, these small gestures are a testament to the customer-focused culture and genuine care that define WG Davies. “I know the team by name. If I’ve got an issue, I can call them directly. They’re always there to help and that’s what makes the difference.”

Looking Ahead

Despite more than three decades in the industry, Clive shows little sign of slowing down. While he hopes to spend more time travelling in his motorhome and pursuing his passion for music, he remains fully engaged in the business he helped build from scratch.

Reflecting on the journey from a single coach in rented premises to one of West Wales’ leading operators with two bases, there’s a clear sense of pride. Not just in the size of the business but in what it represents. “It’s all about looking after people,” says Clive. “That’s what we’ve always done.”

And for the thousands of passengers who travel with Taf Valley Coaches each year, it is a journey they are happy to make time and again. With deep roots in the local community and a loyal customer base, the future looks bright for this much-loved family business. At WG Davies, we are proud to be their trusted partner, we look forward to helping keep their vehicles on the road and supporting their continued success for many years to come.

Charging Ahead - Inter-Haul Shares EV Lessons

Inter-Haul Pallet Services has been an early adopter of MAN EVs, taking advantage of government incentives to purchase two electric tractor units and one rigid, which were prepared by WG Davies, Cardiff. We spoke to Ryan Waite (pictured below) about the performance, driver reaction and the practical lessons learned as the business builds confidence with the new technology.



Q: You've been running the EVs for about three months now, what are your first impressions?

A: Really positive. They are performing well and delivering a slightly better range than we expected. We just completed a return journey from South Wales to our Wolverhampton hub on a single charge, arriving back with about 9% remaining. They are also well suited to a daytime route covering less than 40 miles a day.

Q: What is the biggest operational challenge?

A: Charging remains the biggest challenge. Suitable public charging facilities for HGVs are still limited and any charging can result in significant vehicle downtime. Improved fast charging infrastructure is essential for wider EV adoption.

Q: How have drivers responded?

A: Driver response has been mixed. Some have embraced the new technology and ask to drive the MAN electric trucks, while others are more cautious. Range anxiety remains a factor, even when the vehicle has more than enough charge to complete the journey.

Q: How important is specialist driver training?

A: It is vital. Two drivers completed the same route with almost identical starting charge, but their displayed ranges differed by 60-70 kilometres. The difference comes down to driving modes, regenerative braking and familiarity with the truck's features. There is no doubt that consistent training will help our drivers get the best from the technology.

Q: What does your current charging set-up look like?

A: We have a 40kW charger at our depot, which takes around nine hours to fully charge a vehicle. Charging on-site costs approximately 35p per kWh, compared with 80-90p per kWh at public charging stations. We have applied for a government grant to install faster depot charging; this will reduce costs and improve vehicle availability.

Q: What are your customers saying?

A: Customers value the emissions benefits and we expect interest to grow as electric vehicles become more visible. There is no doubt that having the EVs in the fleet strengthens tender conversations because we can test a customer's operation with an EV rather than discussing it only in theory.

Q: Do electric trucks suit every part of the fleet?

A: Not yet. They are a strong fit for local, predictable work, particularly multi-drop routes where vehicles return to base and can charge overnight. Long-distance and tramping operations remain a bit more challenging because routes vary and daytime charging is a challenge.

Q: How has WG Davies supported the transition?

A: WG Davies has been with us throughout the journey. The team has been curious, responsive and supportive, sharing their learning and working with us to help resolve issues as they arise. It feels like a genuine partnership between operator, dealer and the manufacturer as everyone builds experience with the technology.

Q: What support have you received from MAN?

A: MAN has been closely involved throughout the transition, providing technical guidance and helping us understand how to get the best from the vehicles. The team has listened to our operational feedback, supported driver familiarisation and worked with WG Davies to address questions as they arise. That ongoing manufacturer involvement has given us greater confidence as we build practical experience with electric trucks.

Inter-Haul's experience shows that, while challenges remain, the MAN electric trucks are already delivering real-world benefits and helping the business prepare for a lower-emission future.



Customer Service Interviews: Listening, Learning and Improving

Continuous improvement through 2,000 customer conversations

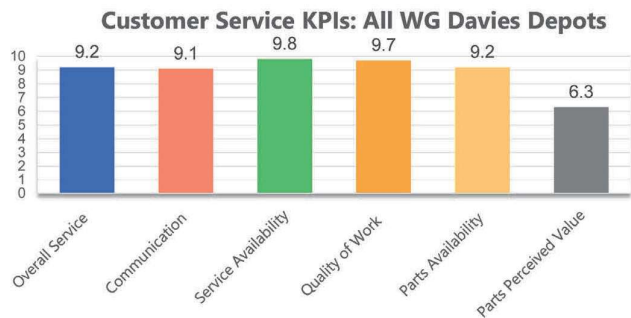
Our Customer Service Interview (CSI) programme continues to provide insights into what matters most to our customers. This quarter we reached a milestone, completing our 2,000th customer interview since the programme began in 2009.

It is great to report that customer satisfaction remains high, with the key performance indicators within our control achieving scores of 9 out of 10 or higher. In particular, customers recognise:

- The flexibility and responsiveness of our teams - service slot availability rated at 9.8/10
- The consistently high quality of work delivered across our depots - rated 9.7/10

These conversations also help us identify opportunities to improve and highlight the importance of proactive communication.

Thank you to everyone who takes the time to share their feedback.



WG Davies Showcases MAN Excellence at Celtic Truck Show 2026

The Celtic Truck Show once again brought together operators, manufacturers, suppliers and truck enthusiasts from across the industry for a fantastic weekend at United Counties Showground in Carmarthen and in glorious sunshine.

WG Davies was delighted to be part of the event, using the opportunity to catch up with customers, meet new contacts and showcase a selection of MAN vehicles. We would like to thank the customers who kindly loaned their vehicles for our display, helping create an impressive stand that highlighted the quality, reliability and versatility of the MAN truck range.

Congratulations to Evans Brothers (pictured left with Daniel Jones), winners of the Best MAN Truck Award and thank you to everyone who visited our stand. We look forward to seeing you again next year.



Depot Round up Q3

Cardiff, Dean Lawler

Q3 has been another exceptionally busy quarter, with the team balancing day-to-day operations alongside the final stages of the EVRi PDI programme. This has been a particularly demanding period for all staff with the commencement of the workshop extension. Despite the disruption, the team has worked together well and pushed through the most challenging phase while successfully delivering our customer commitments.



We would not have achieved this without the support of Team WG. A huge thank you goes to our colleagues from West Wales, who have stepped up to support Cardiff with additional shifts and weekend working. Their commitment, teamwork and willingness to go the extra mile has been instrumental in keeping everything on track.

Despite everything that has been going on, we have continued to prioritise training and we now have four EV-qualified technicians, with Terry Vaughan becoming the latest to achieve certification. Jac Burton has successfully completed a truck diagnostics course and is now also qualified to work on air-conditioning systems. Meanwhile, Carl Pulverness and James Tucker are currently undertaking the MAN Service Advisor training programme.



We have also refreshed some key skills, with Mike Yorath, Jamie Peacock and Gavin Lucas renewing their Safe Load Pass certification. Congratulations go to Jamie Peacock, who achieved the highest score in the class with a perfect 100% pass rate. And finally, our three new apprentices; Kian Ernest, Cadog Hopkins and Morgan Thomas, have enjoyed their first experience of training at MAN's Manchester training centre, taking the first steps in what we hope will be long and successful careers within the industry.



*Cardiff apprentices, from left to right
Kian Ernest, Cadog Hopkins, Morgan Thomas*

Swansea, Rachel Davies

Teamwork has been the standout theme this quarter, with Swansea technicians giving up weekends to support Cardiff's EVRi PDI programme.

The depot has remained busy throughout the summer, while a new barrier access system has been introduced to improve site safety and security as traffic levels continue to grow.



Four members of the team received Long Service Awards (see the HR update) and we welcomed two new technicians: Dafydd Jones and Adrian Wilson, both of whom have fitted right in, as well as Julie Davies in the role of Part-Time Service Host.

Training and staff development are always priorities and this quarter we saw Rebecca Davies and Paul Scott travel to MAN Bristol for the MAN Service advisors' course. Alongside this Jason Rees, Daniel Castle and Joe Francis Davies have had EV Training in the new MAN Manchester training centre which they thoroughly enjoyed.



And last but by no means least we want to wish Josh Eynon (pictured bottom right of page 6) every success in his new role as Business Development Manager for Swansea. Many will already know Josh as one of our technicians but, following an injury, he has stepped into a new role focused on supporting existing customers and developing new business opportunities across the region.

Tenby, Sarah Spolton

Tenby continues to deliver outstanding service across Pembrokeshire, combining local expertise with specialist MAN support.

Highlights this quarter include welcoming A&C Aggregate's first MAN truck (pictured right), recognising William Paterson's 10 years of service and celebrating Charlie Maddox's progression into the third year of his apprenticeship.

Special recognition also goes to Adam, who stepped up during an unexpected period of absence and played a key role in keeping the depot running smoothly. Taking on broad responsibilities spanning the workshop, parts and service reception, he demonstrated great flexibility and commitment - thank you Adam.



Overall, the focus remains on maintaining the high standards of service our customers have come to expect while continuing to move the business forward.



A New Benchmark for Electric Long-Haul Transport

In September the commercial vehicle industry came together at IAA Transportation 2026 in Hannover, where MAN unveiled the **all-new MAN eTGX**, a vehicle that marks a significant step forward in electric long-haul transport.

The latest generation eTGX delivers:

- Up to 3% lower energy consumption
- Up to 10% more usable battery energy
- A range of more than 660 km
- Low unladen weight of 10.4 tonnes
- Enhanced vision through a larger lower door window
- Low coupling height for maximum trailer compatibility and flexibility

The new eTGX underlines MAN's commitment to practical, efficient zero-emission transport, offering customers a combination of sustainability, range and operational flexibility.





HR Round-Up, Hayley Dyer

It's been another busy quarter across WG Davies, with a focus on developing our people, celebrating achievements and maintaining our commitment to employee wellbeing.

Policies & Employment Updates

Updated company policies and a revised employee handbook have now been issued to all staff in line with recent employment legislation changes, ensuring our policies remain current, transparent and supportive of our workforce.

Congratulations!

Congratulations to Sam Price, Group Parts Manager, who marries his long-term partner Rhian on 25 September. Congratulations also to Kelvin Walters, Auto Electrician at Cardiff, who recently married his long-term partner Katrina in Cyprus. And a special mention to Andrew Jukes, Cardiff LCV Technician, who celebrated his 60th birthday in July.

Health, Safety & Wellbeing

We are pleased to report the successful completion of IOSH Management Training, along with our latest Health Surveillance and Display Screen Equipment (DSE) Assessments.

These initiatives form part of our ongoing commitment to maintaining a safe, healthy and supportive working environment for all employees. Our quarterly Health & Safety meetings will also take place shortly as we continue to review performance and drive continuous improvement across the business.

Long Service Recognition

Thank you to the following colleagues for their dedication and commitment:

From left to right: Kirsty Jones 10 years, Chris Loyns 10 years, Joe Francis-Davies 5 years, Will Paterson 10 years. Also celebrating a 5 year award this quarter is Angela Butler



WG Davies Supports Paddle-Peak-Pedal

WG Davies was proud to provide logistical support for the Paddle-Peak-Pedal Challenge, transporting bicycles to North Wales ahead of the cycling stage and returning sea kayaks to Swansea once the event was complete.

Led by former Welsh rugby international Paul Thorburn, the challenge saw a team of ten kayak nearly 200 miles along the Welsh coastline from Mumbles to the Menai Strait, climb Yr Wyddfa (Snowdon) and cycle back to Swansea over 12 days.

The incredible effort raised £50,000 for Prostate Cymru and the Motor Neurone Disease (MND) Association. Congratulations to everyone involved.

