



CARDIFF
SWANSEA
TENBY

WG Davies
Servicing South Wales

Staff Newsletter

Q4 2025

Editor's message

As we wrap up 2025, this newsletter captures what makes WG Davies so special - our people and the pride we all take in the work we do every day.

Our spotlight interview is always a highlight and this quarter Cardiff's Carl Pulverness shares his journey, his experiences and the three very different sides of his personality.

In the Inside Track, Roger Davies talks about his standout moment from 2025. We also celebrate the extraordinary progression of Andrew, Daniel and Rachel as they step forwards as the next generation of WG Davies leadership - a huge milestone that is the result of succession planning over three years. We also introduce Mark Noel, our BDM based in Cardiff.

The Depot News reminds us that across Cardiff, Swansea and Tenby the energy is all good; teams are growing and training is stepping up. We also touch in the record-breaking TGE performance, HR highlights, social media success and we end with our

support of the Mr X Christmas Appeal - a reminder that what we do extends beyond our depots and into the communities we serve.

The message from everyone who has contributed is consistent - it is your hard work, team spirit and commitment that have defined our success in 2025. Thank you and wishing you a Happy Christmas and a wonderful and healthy 2026.

Rachel



The Inside Track: Roger Davies

As we look back on 2025, it's impossible to ignore that this has been a challenging year for all of us at WG Davies. We've experienced significant change, not least the loss of both Mal and Gareth in the same month - two hugely influential people whose absence is still strongly felt. We have also weathered a shift in leadership at MAN, along with the continuing rise in operating costs across our own business.

Of course, our customers are feeling the same pressures and they are looking to us more than ever to help them minimise downtime through the application of our expertise and proactive maintenance - they rely on us to keep their businesses moving while also managing their costs. And as plans for eMobility evolve, we know there is more transition ahead for the industry as a whole.

Yet for all the challenges, looking forward to the New Year there is just as much to feel optimistic about.

The changes to our senior team, announced in this newsletter, are already bringing fresh energy and real momentum. With Andrew, Daniel and Rachel stepping confidently into their new roles, we have a team that is not only capable but genuinely hungry to tackle whatever comes next. Their leadership, together with the strength and spirit of the wider WG Davies team, gives me more confidence than ever in the year ahead.



For now, I want to offer my sincere thanks to every one of you for your hard work and commitment throughout 2025. WG Davies has always been the sum of its people - you are the heartbeat of this organisation and we could not do what we do, as well as we do it, without you.

Wishing you and your families a truly wonderful Christmas and a happy, healthy New Year.

Roger

Staff Spotlight: Carl Pulverness, Workshop Controller, Cardiff

Carl has been with the Cardiff team for 6 months now, so it felt like a good time to get to know him a little better. Proudly Welsh, Carl recently moved to Pentwyn but grew up in Rumney, Cardiff - not far from WG Davies - and he went to school there too. His roots are very much local but he is well travelled and we enjoyed hearing his story.

After leaving school at 16, Carl began his career with Audi, completing a three-year apprenticeship and staying on for another two years as a technician.

At 21, he decided he wanted something completely different and joined the Royal Welsh Infantry. "I saw a lot of places - Germany, Canada, all over Europe - but nothing where the weather is good! There were some very tough times, especially the winter training, which was brutal... but looking back, some of those were the best times too." He recalls that those times were the most challenging he has endured but today he takes strength from them.

Eventually, the demands of military life took their toll. "There comes a stage where you want to settle down, take life a bit more seriously, and I just couldn't see that happening if I stayed." So Carl moved back into the motor trade, this time as Parts Manager for the White Dove Group (Seat, Skoda and Suzuki), where he stayed for just short of five years before joining WG Davies as R&M Contract & Warranty Administrator following an approach via LinkedIn. It was not a role that made the most of his experience and today he's one of two Workshop Controllers.

We asked him about his first impressions of WG Davies, he told us "When I visited the Cardiff depot I liked that everyone I met, including Roger, was down to earth and they were happy to share details about the workings of the business."

As a qualified technician, with parts experience as well, it is perhaps no surprise that he was quickly offered the role of Workshop Controller just 5 months after he joined. "I always hoped I'd get the chance to try different roles and this opportunity is perfect for me. I understand the technical side and the parts side, I enjoy dealing with customers and I thrive in a fast-paced environment - I feel really at home here. I don't even look at the clock and that's the way I like it."

He works alongside James in the office, a team that's been evolving and is now coming together nicely. "It's been six months of change, so although we are not a new team there is definitely a fresh feel to it and we just need a bit of time to really gel properly now and we will. We've all got the same goal."

We've had feedback through the CSI programme which tells us he is excellent with customers, "In my last job role, it was more



customer-facing, in the car world, you see and speak to all the customers but I'm starting to build relationships here too, not just with drivers but with operators and owners. Obviously HGV customers are different - their vehicles are their livelihood - so the relationship is a bit different too but I am getting to know them and they are getting to know me. I really like that."

Given his background, we asked him what he found to be the biggest surprise when he moved from cars to trucks. "The technology - there are so many control units and I'm still learning what some of them do. It's been humbling for me, like starting again. I used to be the guy people came to for answers, but here I'm learning more about the vehicles every day." So perhaps it is no great surprise that if we granted him one wish, he told us "I would like to know all the technical R&M knowledge overnight."

It is clear that the fit with WG Davies is good, "I've been through a lot of different chapters already, but this feels like the one that's building toward something solid. I'm learning, I'm busy and I'm in the right place."

After work, you'll usually find Carl in the gym, that's his reset. Health and fitness are really important to him and on the weekend he will often head out for a long adventure walk with the family dog, finishing with a well earned pint in a quiet pub somewhere tucked away. "I like being around people, but I also really like time to myself. Just being out in nature clears my head."

Perhaps at odds with that he enjoys his creature comforts, "I like keeping up with the tech world, the tech news and stuff like that and I have got some smart features in my home." And he also enjoys a good Netflix series. Most recently he watched the Ed Gein Story, Carl tells us "I enjoy all the weird murder ones and stuff like that." And for those that haven't seen this series, we can confirm it is weird and very dark!

He also enjoys time with his friends locally and on weekends away. Late summer they enjoyed a four-day trip to Cornwall with unexpectedly glorious weather. He describes this time as often chaotic, "When I get together with my friends we sort of bounce off each other, it's like I put on a different head - it's really high energy."

It struck us that there are really three versions of Carl. There's the calm, composed Carl at work - focused, productive, and getting things done. Then there's the quiet Carl, happiest when he's alone and surrounded by nature. And finally, there's the chaotic Carl, the one who loves his tech and truly comes alive when he's in good company. It's been great getting to know Carl, from his background and work experience, to the different sides of his personality. He already brings so much value to the team and it's clear he's exactly where he was meant to be. We're glad he chose WG Davies as the next step in his journey and we're looking forward to seeing what comes next for him.



Changing Gears - Succession Planning in Action

You might recall that at the end of 2022 Roger talked about wanting to create a senior team who could take the business on for the next generation. Two years on that dream has fully taken shape with three big moves - meet the next generation of leaders driving WG Davies forward.



Andrew Dyer - Commercial Director

What excites you most about your new role?

Having joined WG Davies at just 16 as an apprentice technician, I've been fortunate to progress through a wide range of roles over the past 28 years. From Workshop Foreman to Depot Manager, Multi-Site Manager and most recently Operations Manager, I've always been proud to support the company's growth.

Stepping into the role of Commercial Director in 2026 is an incredibly exciting next chapter. I'm looking forward to using what I've learned across the business to help shape our commercial strategy and support continued growth. Developing the next generation of talent is especially important to

me - I'm passionate about giving others the same opportunities I had.

I'm grateful to the mentors who have guided me throughout my career, including Ian Evans, David Lloyd and Malcolm Jones. I'm also deeply thankful to the Davies family for believing in me since the day I joined and to Roger for his inspiring leadership. I'm excited to work closely with him and with Daniel as he steps into his new role.

What does success look like?

For me it will be about strengthening our performance across all depots, that means delivering outstanding service and real customer value, as well as nurturing colleagues as they progress in their careers.



How will you celebrate?

By taking a moment to reflect and celebrating with the family, friends and colleagues who've supported me along the way. Top of that list is my wife who had given me her unwavering support and she has been a part of my success every step of the way.

Daniel Jones - Aftersales Director

What excites you most about your new role?

I'm genuinely excited to take on the role of Aftersales Director. Working even more closely with our teams and building the relationships that allow us to deliver exceptional Aftersales experiences is something I'm truly passionate about.

I've been lucky to receive fantastic support and mentorship throughout my journey, from Roger, Andrew, Graham, Kelvin and of course my father, Mal - all of those influences have shaped the way I lead and the values I bring to my work every day.

I'm also incredibly proud to see Rachel stepping into the Depot Manager role behind me. She's been a huge part of Swansea's success and I know she'll continue to support the team with the dedication and positivity that is her hallmark style.

What does success look like?

Success is more than just performance metrics, it's about creating a positive workplace where people feel valued and supported. When we enjoy coming to work and we are proud of what we do that energy is felt by our customers too.



How will you celebrate?

Milestones like this are extra special because I get to share them with my family. My wife, Lauren, has been endlessly supportive, listening to more work talk than she probably signed up for! I'm looking forward to a Christmas break with Lauren, Emilia and Brodie before an exciting new year begins.

Rachel Davies - Depot Manager, Swansea

What excites you most about your new role?

I'm excited for new challenges and to be stepping outside my comfort zone again. Over the past few years, I've learned so much from my mentors, Dan and Andrew, and I'm thrilled to be working alongside them as I continue to grow. I feel truly grateful for this opportunity and want to thank my parents, Roger and Debbie, for believing in me, they are always by my side - my rocks - and the most incredible role models.

What does success look like for you?

For me, success starts with having a great team around me. I couldn't do this job

without supportive colleagues who also care deeply about the business. A happy, motivated team creates an excellent atmosphere and that leads to exceptional customer service. With this team beside me, I know we'll continue delivering what our customers expect and more.

I truly believe these changes will be the springboard for even greater success for the business. Ultimately the measure of that will be my parents feeling able to confidently step back from the business, just a little, to enjoy the life they have worked so hard to create.

How will you celebrate?

With my parents and partner, Ashley, and



almost certainly a very large glass of champagne!

Most importantly, I'll celebrate by channelling that excitement back into my role and giving my absolute best every day.

Meet Mark Noel, Business Development Manager

Mark Noel is our Business Development Manager, based out of the Cardiff depot. But even the Cardiff team rarely catch a glimpse of him because his role keeps him on the road for most of the week. Luckily, we managed to pin him down long enough to ask a few quick questions to help everyone get to know him a little better and learn more about what he does.

1. Tell us a little about yourself growing up and your early career

I was born in Ely, Cardiff in 1961. When I was five we moved to Trowbridge and coincidentally I went to school at John Lloyd School, less than half a mile from WG Davies Cardiff. I moved to Rhoose aged 10 for my father's work as an aircraft engineer.

After leaving school, I joined the Royal Navy in '79, serving five and a half years with them as a radar operator. I then spent the next 10 years living and working in the London area in various roles including a bus driver, salesman and a container terminal operator in Tilbury. I moved back to Rhoose in 1996, where I settled down, married and my wife and I welcomed twin boys to our family in 2005.

2. How did you come to be working for WG Davies?

I previously worked for WG Davies in 2004 in used truck sales and have always appreciated the ethical family foundation the company is built on. When I heard there was a potential role at the company, I approached



them to see if I would be suitable for it.

3. What experience do you bring to the role?

In the 29 years I have spent working in the industry I have worked in both aftersales and vehicle sales roles for Scania, Iveco and MAN. I have extensive knowledge of the

territories involved and have built up enduring relationships with many of the businesses in the haulage industry.

4. What are your priorities and what does success look like?

I see the priorities for my role as maintaining and creating lasting business partnerships with a focus on communication. Though I only joined a short time ago, I have been impressed by the professionalism and support of my colleagues and I have heard some great feedback from our customers. WG Davies constantly monitor their level of customer satisfaction and so success for me is to play a part in that constant drive for improvement.

5. What does a typical day look like for you?

A typical day would be a mixture of visiting existing and potential customers. The onus would be to ensure the service we provide is always up to the high standards WG Davies have set, so one of the things I do is to invite customers to comment and then feed that information back to the relevant departments. Another important thing for me to do is to inform or remind customers of the wide

range of services and products we can offer to support their business.

6. What are the main challenges to overcome?

For me, the biggest challenge is keeping pace with the technical side of the business and in particular the IT. It sometimes feels like I have just come to terms with a certain program or system and guess what, it changes or updates?!

I see so much pressure put on people in our industry in the area of compliance alone and I am always impressed by the resilience of those who deal with it and feel genuine pride to be working for a company that strives to support its customers through these fast-changing times.

7. What do you most like about the role?

That's an easy one, the best part of the role is the people I get to work with at WG Davies and our customers.

I have had many jobs over the years, including sales roles in other industries. People from the transport industry have told me that it is a difficult industry to walk away from and I agree with them. Even with the

constant pressure we are all under we obviously take something positive from it.

It's been said before but this industry is a community and I enjoy working with people who can be demanding - due to time pressures that they are under - but also personal, supportive and often very entertaining.

8. Can you give us a fun fact about yourself?

I once raced Ralph Schumacher at a karting event in London, in 1998.

It's clear from our conversation with Mark that his wealth of experience, strong relationships within the industry and appreciation for people he works with make him a valuable asset to WG Davies. Though his days are packed with travel and client visits, he remains focused on delivering exceptional service and ensuring customer satisfaction. With his love for the transport community, it's no wonder Mark finds joy in the connections he builds, both with colleagues and customers. We're grateful to have him back on the team and look forward to seeing the continued impact of his work.

Depot News

Reflecting on a busy year behind us and looking forward to the exciting year ahead - here's what's happening at our depots.

Cardiff, Dean Lawler

Things are gathering pace in Cardiff and the Q4 update reflects our continued focus on growth and customer satisfaction.

Team News

We're excited to announce the addition of three new team members who will help us deliver even more outstanding service to our customers:



Leadership and Training

I'm relishing the opportunity to build my leadership skills through the Leading With Impact course delivered by MAN Head Office in Swindon. December's module on improving business performance through coaching was especially relevant and I'm already looking forward to the upcoming session on marketing and social media in the New Year.

Alongside that technicians and apprentices are actively engaged with the new MAN Training Academy in Manchester, sharpening their skills and preparing for the future.

Workshop Highlights

Alongside the usual repair and maintenance work we do, we are enjoying completing some PDIs for new and existing customers including Ron Skinner & Sons, JD Express and Right Freight.

Business Development

With Mark Noel leading the way (check out his introduction in this newsletter), the business development efforts are building new relationships, setting us up for a bright future.

A big thank you to the Cardiff team. This year brought big changes for us but because of your hard work we're heading into the new year stronger than ever and ready to make 2026 our best yet.



Darren Shaw

has joined the Parts Department, bringing valuable expertise



Harri Rogerson

steps in as R&M Contract / Warranty Claim Administrator, enhancing our warranty and contract management



James Bolton

takes on the role of Van Driver, supporting deliveries and warehouse operations.

Swansea, Daniel Jones

Swansea has been buzzing this quarter, with MAN Sales contributing to what was already a significant number of PDIs. Highlights include two extra tractor units for Runtech (adding to the eight vehicles they took earlier this year) and three more for John Pearce. A number of customers, including LAS, Dyfed Recycling, Evans Brothers Bulk Haulage, Davey Travel and Vigor, have also expanded their fleets, with Crynant Plant taking delivery of a specialist heavyhaulage vehicle to keep their operations rolling smoothly.

Alongside this, our workshops have been working flat out keeping vehicles reliable and roadlegal. We can't ignore the fact that we've wrapped up the year with an annual MOT first-time pass rate of 99% - yes that's almost perfect and a big pat on the back for everyone who makes it happen.



We've also been investing in keeping our team safe while we do what we do by installing a shiny new pit protection system across all workshop pits. We might be busy but the safety of the workshop team will always be a priority for us.

As 2025 draws to a close, let me take this opportunity to wish everyone a massive Merry Christmas and Happy New Year. I hope you will enjoy a well-earned break, embrace the festive chaos and come back ready to make 2026 even bigger, better and busier.

Tenby, Sarah Spolton

Things are ticking along nicely in Tenby - we are as busy as ever, with a great team keeping everything moving.

Lucas Banks is now close to completing his Level 3 apprenticeship; we're just waiting on the final bits from the college before he's fully qualified. It's a big milestone for Lucas, who has worked hard to get this far.

I'm also enjoying the chance to continue developing my skills through the Leading With Impact course delivered by MAN Head Office in Swindon, which I'm taking alongside Dean. Having completed the MAN Applied Business Diploma a few years ago, it's great to be continuing my professional development.

Sadly, we'll be saying goodbye to Nigel at the end of December as he returns to car world - he will be missed by all of us.

We recently completed our first MAN audit. With it being the first one we were not too sure what to expect, so it is great that we impressed the auditor with the range of tools we had and our overall preparation for the audit.

And finally, I'm grateful and proud to announce that WG Davies is now sponsoring my son Ethan's rugby team, Neyland Under 15s.

It's been an outstanding year for Tenby, thank you to everyone who made it happen - wishing you all a wonderful festive break and a happy New Year.



HR Highlights

2025 has been packed with progress, we've welcomed some new faces and taken some big steps forward across HR and H&S.

Shaping Our future: We've seen some significant moves this year. The "Big Three": Andrew, Daniel and Rachel are announced in this newsletter and we should also remember Sam Price moved into the Group Parts Manager role, Dean Lawler took on Depot Manager position at Cardiff, Adam Frearson stepped up into Workshop Foreman at Tenby, Chris Loyns progressed to LCV Controller and my role has evolved into People, Quality and H&S Manager.

Digitalising HR & H&S: BrightSafe and BrightHR have almost fully digitalised the

way we carry out HR and H&S tasks now and staff knowledge has been supported through e-learning certified training courses. Toolbox talks are a regular fixture carried out by our foreman, as well as regular H&S meetings with senior staff.

Confident in our compliance: the ISO 9001 certification was secured with improvements noted across all sites following our annual H&S audits.

Looking Ahead to 2026

Next year, my focus remains the same on



people and smarter ways of working. We'll continue expanding our digital tools to make HR and H&S even more efficient and our apprentices will remain a top priority - we'll work to support them and keep them engaged as they develop their skills and progress in their careers.

With these initiatives, I'm looking forward to 2026 being our most forward-thinking year yet.

TGE: Breaking Records and Turning Heads

As we say goodbye to 2025, we can confirm that we've had our best year ever with the TGE. Not just a little bit better, we've blown previous years out of the water.

The TGE range has proved so reliable and versatile it's practically become the Swiss Army knife of vehicles. We have won over the Emergency Services across Wales, including Police, Ambulance, Fire & Rescue and alongside that we have continued to win big in Construction, Municipal, Utility, Catering and countless local businesses.

All of this has meant plenty of work flowing into our Parts and Service departments. And once TGE customers experience just how far we're willing to go to support them, the word spreads quickly. More than a few new customers have told me they've already spoken to existing TGE owners before calling us - by the time they get in touch, the hard part of selling is already done!

With a healthy order bank already lined up for 2026, we're heading into the new year with momentum, optimism and maybe even a celebratory biscuit or two. Thank you for your part in our success.



WG Davies Supports the Mr X Christmas Appeal

WG Davies help deliver a little bit of joy and festive cheer across South Wales

We're proud to once again support the Mr X Christmas Appeal, a South Wales charity that provides Christmas gifts to underprivileged children who might otherwise go without.


Our company ambassador, David Watkins, has played a fantastic role in this year's appeal, using our MAN TGE demonstrator van to deliver hundreds of presents to the local drop-off point in the run-up to Christmas.

David is one of many dedicated volunteers helping to organise and distribute gifts to more than 5,000 disadvantaged children across South Wales, as the incredible Mr X Christmas Appeal marks its 66th year of spreading festive joy.




Social Media Success


It's been a fantastic year for WG Davies across all social platforms, with strong reach and consistent engagement.



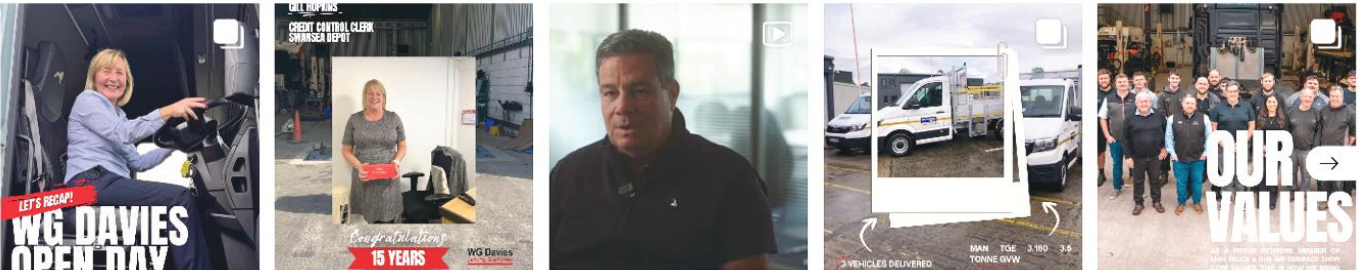
Instagram: Total Views: 130,079 | Average Reach per Post: 1,000
Instagram continues to work well for us, with new vehicle deliveries, behind-the-scenes depot content and team features all proving popular.



Facebook: Total Views: 228,500+ | Average Interactions: 4,100
Facebook remains our most interactive platform with our followers loving depot news, customer success stories and staff spotlights - it's a wonderful community.



LinkedIn: Impressions: 43,906 | Reactions: 1,570 | Comments: 38
LinkedIn works well for us with B2B audiences, especially around fleet updates and insightful industry content.
In short 2025 was a year of growth in engagement and visibility, and we're ready to take it even to the next level in 2026.



CSI 2025 - Going the Extra Mile... and Beyond!

Listening, learning and improving - we will never stop trying to up our game

2025 has been another strong year for our Customer Satisfaction Indexing programme. We have conducted another 129 unscripted interviews, bringing the total to 1,094 since the programme began.

Our customers continue to recognise our excellence, with KPIs scoring over 9/10

for overall service, communication, quality of work and availability of service slots. Almost 70% of customers said we go above and beyond for them - a fantastic reflection of the hard work we call "business as usual".

Of course, there's always room to improve. Customers highlighted parts

availability, value and communication as areas to focus on, which gives us something to work on in 2026.

A huge thank you to everyone who makes our customer experience outstanding - let's keep working to raise the bar!

