



CARDIFF
SWANSEA
TENBY

WG Davies
Servicing South Wales

Customer Newsletter

Q1 2025

Editor's message

Welcome to our first newsletter of the year, one that brings a mix of emotions. On one hand, we are saddened to announce that Malcolm Jones and Gareth Lewis will be retiring at the end of May. Both have made such significant contributions to the business over the past two decades that it's hard to imagine the business without them. We wish them both all the very best in their next chapters.

On a brighter note, we have plenty to celebrate - from the nomination for MAN's

Apprentice Champion to passing our ISO audit with flying colors and the growth of our social media presence.

We also have a fascinating interview with Daniel Cozma Jnr from Right Freight and Roger reflects on the extraordinary times we're living through, encouraging us to focus on what we can control and stay true to our values.

And, of course, we've got the usual updates from sales and our depots. Fitting everything into just eight pages has never



been more of a challenge, but we hope you enjoy the read!

Rachel

The Inside Track: Control the Controllables, Roger Davies

As we navigate through these extraordinary and uncertain times, it's easy to feel overwhelmed by all that is happening around us, much of which we cannot control. However, we can control what we do for the WG Davies family; colleagues and customers, and it is reassuring to remember that there is power in focusing on what we can control.

I read recently that research has shown that we spend up to 70% of our mental energy dwelling on things beyond our control. This constant focus on the uncontrollable leads to stress and burnout. But when we redirect that energy toward the things we can control; our actions, our choices and our responses in difficult situations, we begin to regain control over our environment.

This brings us back to the core of what makes us strong as a WG Davies family:

our values. We have built our reputation on a commitment to **customer focus, integrity, respect, team spirit** and **determination**. By aligning ourselves with these principles every day, we not only show up for our customers with purpose and care, but we also respect and support each other as colleagues.

Sadly I do not have the ability to affect world peace but in these times of uncertainty, we need to stay true to our values. The more we focus on the controllable aspects of our work - the quality of the service we provide, our interactions with one another and our determination to meet the challenges we face together - the more we can mitigate the stress and frustration that comes with the things we cannot change.

WG Davies should be an environment where we all thrive. Remember, the most



critical controllables are within us, so let's continue to focus on what matters and stay confident in our ability to do what we need to do every day, then we will continue to move forward as a strong and united WG Davies family.

Roger

Customer Spotlight: Right Freight, Daniel Cozma Jnr

We had the pleasure of talking to Right Freight's Daniel Cozma Jnr this quarter. The interview is a little different and more personal because Daniel is just starting out on his career in transport. We talked about how much he is relishing the opportunity to grow into his role, while working alongside his parents for whom he has so much respect.



Dave Hopkins, Daniel and Gareth Lewis

Right Freight is a family-owned freight company established in 2008, specialising in refrigerated transport for the grocery sector, as well as general haulage for giants like Amazon. The business was started 17 years ago by Daniel's father Daniel Snr and his mother Val after they emigrated to the UK from Romania. Today they operate from three locations and make over 350 deliveries a week.

The story of how Right Freight came to be is worth a piece in its own right - we cannot do it justice here - but nevertheless it would be wrong not to acknowledge the scale of the undertaking that Daniel Snr and Val took on when they moved with their young family across Europe, in search of a better life and to pursue work opportunities.

Daniel was just four at the time, so we had to ask whether he thinks of himself as English, Welsh or Romanian? He laughs, "When I'm here in Wales, I'm Romanian when I'm there I'm English or Welsh - people come to their own conclusions!" And it seems the family still maintains a strong connection with their roots, "We've never really broken away from Romania, we go back regularly and have lots of contact with the family and the culture over there, it's nice."

It is always interesting to learn how family members come to be a part of a family business. For many there is never any question that they will someday take up a position, usually with encouragement from their parents, but that was not the case for Daniel. "I did not really know what I wanted to do for quite a time. During my final

year at university (reading Business Management at Exeter) I had the opportunity to spend a year in Canada, working a placement with a pharmaceutical company. At that time I thought I might get into management consulting but when I finished my degree and thought about my options I realised I wanted to stay in the family business."

Far from being pressured to join, Daniel's father almost warned him off, "He was clear with me that joining Right Freight was not the easy option - transport is not something you can just jump into overnight and, of course, with it being a family business there is no clear cut line between family life and work life, you can't put it down at the end of the day, it is often a topic of conversation around the breakfast and dinner table.

In fact Daniel had been involved in the business from a young age "I used to help with small things like washing trucks at the weekend, there was always something to do and honestly, I love trucks! Now I am working full time I really enjoy the dynamic of the industry. The nature of my role is such that I come into contact with a lot of people, it is very diverse and without any distinct boundaries. I suppose that often comes as part of working for a family business but I absolutely love it."

With his degree finished, Daniel is hungry to continue his professional development, "I have completed a transport manager qualification and did my CPC in the final months of my time at university. Next on the bucket list I want to get some mechanical qualifications. I have taken on a broad ranging role; one day I might be hands on changing a wheel, the next I might be driving, or in the office, although I'm not the type to stay in the office for long - I do anything and everything."

Daniel is aware that he has so much still to learn and that a good deal of that will come from those he is working with and in particular his parents, "At the moment I'm totally immersed in the business and embracing all the opportunities it offers for me to grow. I have a great relationship with my parents of course and that really plays into my ability to enjoy what I do. In fact I'm surrounded by people who've been in the industry for most of their lives and there's so much I can learn from so many people who have vast experience - some of our drivers have been in the industry their entire lives and I really value the advice from them."

Right Freight has a growing fleet of predominantly MAN vehicles and in common with many WGD customers, it is the combination of the vehicle and the after sales back-up that has kept them loyal to the brand. "It's a good vehicle certainly but the big plus with MAN for us is the aftersales support we get from WG Davies. We have built up a really personal relationship with them, you can feel that they are a family business. Sometimes with larger companies it can be difficult to build a connection after they reach a certain size, that doesn't apply to WG Davies, they're small enough to care but large enough to do the job that we need them to do."

Daniel believes Right Freight has that same connection with their customers and that helps them stand apart from the competition, "We're big enough to be able to cater for most customers' needs

but not so big that you lose connection with the ownership. Both my Dad and I are very much involved with day-to-day operations, we're really hands-on, so you never need to navigate through multiple layers of management to get a decision. That makes us a little bit more nimble and adaptable. We are also more open to feedback and crucially, we are quicker to act on that feedback because we pass on information directly, it's a much more personal approach than some of the larger companies."

And what does the future hold? Daniel does not hesitate to share "I'm really aware that I'm very fortunate to be in this position and I'm very grateful for that, I definitely don't take it for granted. My intention now is to help the business grow. Dad and I are both really driven to achieve something together, exactly how we do that has not been set in stone but we have agreed on the general direction."

Daniel's passion for the business, allied with his energy and humility is surely a winning combination and we look forward to continuing our partnership with Right Freight as he works with his parents to realise their joint ambition.

Thank you Daniel for stepping into the spotlight!



WG Davies Nominated for Apprentice Champion Award

At WG Davies, we have always placed great value on the development of our apprentices. In fact, many of our senior managers have progressed from starting on the tools with us and worked their way up through the ranks.

So we were delighted to be nominated for MAN's Apprentice Champion Award. This award recognises any member of the MAN network who has made significant efforts to champion apprenticeships throughout 2024. The announcement was made during the MTBUK's Apprentice of the Year Awards and Graduation Ceremony at the F1 Arcade in Birmingham on February 12, perfectly aligning with National Apprenticeship Week.

Currently we have eight apprentices working across the three WG Davies depots. We're excited to see what their futures hold and hope that they will continue to grow with WG Davies after completing their qualifications, in particular we encourage them to dream big in respect of their career goals.

Depot managers Daniel Jones and Sarah Spolton attended the awards with two of our apprentices, William Carro and Lucas Banks, who had the opportunity to enjoy activities like the F1 reaction test and driving simulators following the event.

We're incredibly proud of our apprentices and their ongoing achievements - we look forward to supporting them as they continue to grow within WG Davies.



Announcing the Departure of Two Senior Team Members

Both Mal and Gareth have been with WG Davies for decades and will be sorely missed

Malcolm Jones to step down as Operations Director



Malcolm Jones will be stepping down from his role as Operations Director at WG Davies at the end of May to enjoy all the benefits of retirement, including more time with his growing family and the opportunity to explore exotic holiday destinations.

Having been associated with WG Davies for over 30 years and with nearly two decades in the role of Operations Director, it's

hard to imagine the company without him. His dedication and passion for the business are so strong that it's easy to imagine the company's logo runs through him like a stick of rock.

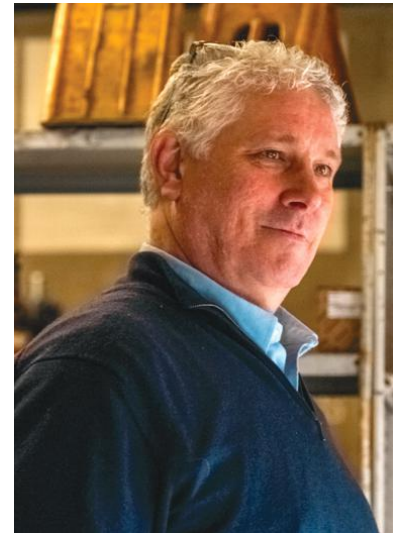
Malcolm joined the company just two years after Roger took the helm and has been his trusted "right-hand man" ever since. In his role, Malcolm was responsible for overseeing the operations of all depots, ensuring KPIs were met, while also playing a hands-on role in sales, customer satisfaction and, of course, supporting Roger with the daily management and future planning of the business.

Roger expressed his gratitude, saying, "I want to extend a heartfelt thank you to Mal for everything he's done over the years. Our long-standing relationship has been filled with countless stories and I'm truly thankful for the support he's given - not just to me personally but to the family and the business as a whole. The role he's played in getting the business to where it is today cannot be underestimated and I will always be grateful for his dedication."

While we'll certainly miss Malcolm, the Jones family will remain an integral part of the business, with his son Daniel managing our Swansea depot and his daughter Kirsty serving as our Workshop Administrator.

We are deeply grateful to Malcolm for his loyal service to the business and look forward to hearing from him as he transitions into the next chapter.

Gareth Lewis to step down from Cardiff Depot Manager



It is with mixed emotions that we share the news that Gareth Lewis will be retiring from his position as Depot Manager in Cardiff at the end of May.

Gareth joined WG Davies over 20 years ago and in that time he has worked at every depot we have operated from, with Tenby the only exception. That includes looking after contracts in Ebbw Vale and Pontypool, as well as some time in Swansea before taking over the role in Cardiff.

Throughout his time at WG Davies, Gareth has shown an unwavering commitment to excellence at the Cardiff Depot. He has always gone above and beyond to ensure customer satisfaction, never shying away from any challenge. A few years ago, at an FTA luncheon with Gerry and Nathan Jones, Gerry received a call informing him that one of his trucks had broken down in France. It needed a new turbo pipe - a relatively simple job - but there was no one locally who could help. Without hesitation, Gareth jumped in his car and set out on a Friday afternoon to drive from Cardiff to France, he repaired the truck and then made the return journey on Saturday. By Monday morning, he was back at his desk, ready to continue his work. This is just one example of his remarkable dedication to ensuring that our customers' needs are always met, no matter the circumstances.

After careful consideration, Gareth has decided to retire from the pressures of work in order to spend more time with his wife, Caroline, and to embark on some new adventures on his motorbike. We are truly grateful for everything Gareth has done for the business over the past two decades - his contributions are far too numerous to list here. We wish him all the best as he enters

this new chapter of his life and we thank him for his exceptional service and commitment to WG Davies.

A Beauty of TGEs

If you were asked for the collective noun for a group of vehicles, you'd probably go with "fleet," though you might also think of a convoy, a horde, or even a stack. But honestly, none of these quite captures the essence of the number of high-spec TGEs we've seen this quarter. So, we've decided to call them a Beauty of TGEs.

Over 20 TGE vans have been registered in time for the 2025 plate and have been lovingly prepared and delivered by us. These include:

- 10 vehicles for Castell Howell
- 4 vehicles Walters Group
- 2 vehicles for both Gorrel and Celvac
- 1 vehicle each for M&D Services, Charlie Williams Florists and RJG Logistics & Removals

And there are many more to come including a large order to both Welsh Water and Kaymac Marine.

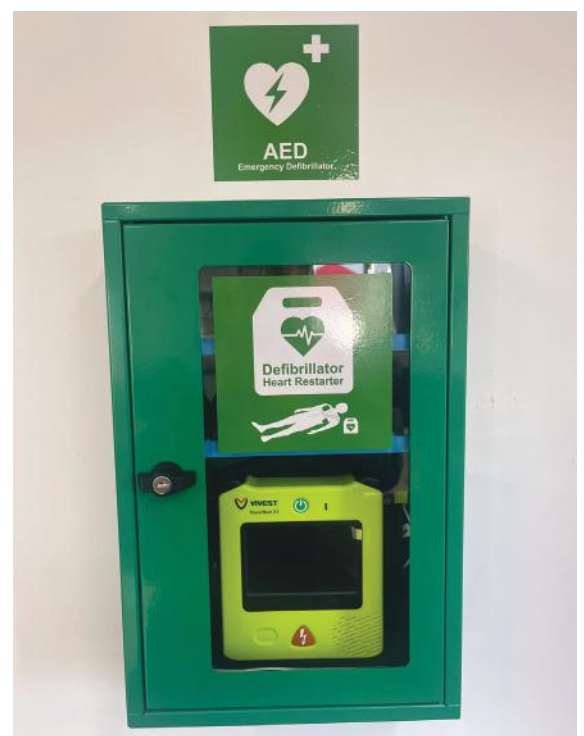


Defibrillators Installed and Registered

Defibrillators have been installed at each of our depots - it is an investment we hope we never need

Did you know that only one in 10 people who suffer an out of hospital cardiac arrest will survive. Time is critical and every moment without CPR or defibrillations counts. That is why we have installed a defibrillator - a device which gives a high energy shock to the heart of someone who is in cardiac arrest - at every depot. In addition, each one is registered with **The Circuit**, an online directory managed by the National Defibrillator Network making them easily identifiable and accessible to anyone in need.

While we hope these devices are never needed, should the situation arise, we will grant access to our units without hesitation.



Quality Management System ISO 9001

Certified since 2017, ISO 9001 QMS demonstrates independently measured operational excellence



We are happy to share that the annual ISO 9001 audit was conducted in February and we passed without any recommendations. The quality management system is vital to our business as it reflects our commitment to exceeding the industry's legal minimum standard.

The uncompromising criteria that must be met in order to earn the QMS kite mark - which we proudly display - ensures that we focus on excellence in everything we do. This, in turn, strengthens our customers' confidence and trust in the work we do for them.



Certificate
No:262482017

Depot Updates

The new year has kicked off with a focus on technician training. There are also plenty of PDIs and investment in the depots too.

Cardiff Depot Update, Gareth Lewis

Quarter 1 has been a solid period for the Cardiff branch. We have dedicated significant time to introducing new procedures that will help streamline our operations and which are vital to the future, but change can be difficult and I want to extend my thanks to everyone for their willingness to embrace this process.

Further investment has also been made in new MAN-cat diagnostic laptops, with an additional two arriving by the end of April. These will be the "Dual Boot" models, loaded with MAN-cat and ODIS (Offboard Diagnostic Information System) software.



Together they add significant power to the work we do to diagnose and repair, as well as giving us the ability to update vehicle software more quickly.

Additionally, we've started installing extra lighting in the PET Reg bay, which will significantly enhance working conditions there.



I am pleased to share that we have successfully passed our Safe Loading Pass audit with flying colours, securing additional revenue for the next two years. A special thanks goes to the SLP technicians: Jamie Peacock, Gavin Lucas and more recently Michael Yorath for keeping our records and all paperwork current and correct.

We have also received the results from MAN's technician Skill Gap tests. I have had extensive discussions with the MAN Training School to identify the courses necessary for each individual to enable them to progress their technical skills training. I look forward to meeting with the technicians shortly to go over these courses and plan for the next steps.

Swansea Depot Update, Daniel Jones



The first quarter has got off to a strong start and we're thankful that we had time at the end of last year to get everything in order.

We want to give a special shoutout to David Watkins for his dedication and hard work with the sales team. The fruits of his labour can be seen in the piece on the new TGEs that we have prepared and delivered - 22 so far with more to follow.

We have invested in new equipment to calibrate the Emergency Brake Assist and radar sensors across all vehicles. The CCS 2 camera and radar jig played a crucial part in the PDI process for the MY2025 TGE, with its added safety features as standard. We expect this service to become increasingly in demand as safety features continue to evolve.

Swansea has been selected to pilot the new MAN Service Care platform. Through live data from the vehicle's RIO module (outlined later in this newsletter), we can now monitor critical component wear, fault codes and other key metrics. This data helps us plan ahead before a vehicle arrives, allowing for faster turnaround times. Workshop foreman Graham Baggridge is analysing this wealth of information to identify preventative maintenance needs and plan for additional requirements. We are also trialling this with our customer Runtech which allows their own defects to be loaded via the driver app. Overall this initiative will significantly enhance the customer experience and reduce vehicle downtime, and while it's early days, we're already seeing big benefits from the system.

We are also looking forward to our load simulator coming on line, which will allow us to simulate a 65% load on the vehicles we maintain. This will help ensure brake testing is compliant with the DSVa regulations for maintaining roadworthiness, eliminating the need for customers to conduct a separate loaded test at each PMI.

Alongside all of that, our journey to becoming paperless has taken another step in the right direction as we trial the Xpower Order App on the vehicle reception level. Rachel and Rebecca are busy understanding how that works and looking forward to improved efficiency and sustainability.

Finally, our long serving technician Steve "Paddy" Devlin has recently undergone surgery to his ankle.

We all wish Paddy a speedy recovery and look forward to seeing him back, fighting fit, in the near future. Get well soon, from all the team at WG.

Tenby Depot Update, Sarah Spolton



The Tenby depot has undergone a thorough spring clean, with fresh paint in the offices, workshop floors have been cleaned and refreshed, and we have conducted some preventative repairs to the pits.

All staff have just completed the BPW Axle and Suspension Service and Maintenance Course, ensuring we continue to stay ahead of industry standards.

As a proud, fully-fledged member of the MAN network these days, we benefit from a dedicated overnight parts delivery. That makes everything run just a little bit more smoothly - it helps Nigel to support the technicians who can now turn around customer vehicles more quickly.

And in terms of WG Davies family news, we're excited to share that our Workshop Foreman, Adam Frearson, is looking forward to becoming a dad again, with a new arrival expected in July.

New MAN Tech: Paving the Way for a Smarter Future

RIO IS CHANGING THE WAY WE PLAN VEHICLE MAINTENANCE.

It is an interactive tool designed to support workshops more effectively manage vehicle maintenance by allowing us to interrogate the telematics of MAN vehicles remotely.

WHAT DOES THAT MEAN FOR US?

A RIO activated vehicle will tell us what it needs ...

WHEN WILL IT BE AVAILABLE?

Activation started in December 2024 with first phase roll out to network planned from Q2 2025

1. There will be more preventative maintenance and therefore fewer breakdowns
2. We can monitor fault codes to determine whether further action is required and give solid advice on whether a vehicle is safe to drive
3. We can monitor brake trends for imbalances and predict the date / mileage when they will need replacing
4. We are notified when a warning light is displayed and can advise customer of the issue or potential breakdown
4. M24 techs will understand problems before they get to a vehicle and not be reliant on driver descriptions

Social Media Celebrations Q1 2025

We shared 36 new posts across Instagram, Facebook and LinkedIn and enjoyed strong engagement and a growth in followers.

Our top reel was Debbie's interview, it got over 5,000 views on Instagram. Other highlights include:

- Engagement is strong across all channels at 5.27% (versus industry standard of 4%)

- Reel Performance: short-form video content, reels are consistently drawing high views
- Steady Follower Growth: LinkedIn followers up +16%, Instagram and Facebook have also seen steady growth (+0.7%) - that is consistent and we look forward to building further

Instagram 1,094 followers

- **Reach:** 4,324 accounts
- **Page views:** 20,091
- **Impressions:** 14,000
- **Top reel:** 5.1k views



Facebook 1,700 followers

- **Total likes:** 1,710
- **Reach:** 24,326 accounts
- **Top reel:** 3.7k views
- **Impressions:** 39,320



LinkedIn 550 followers

- **Followers:** up +16%
- **Impressions:** 12,445
- **Accounts engaged:** 481



Social media jargon buster

- Reach = the number of people / accounts who see our content
- Impressions = the number of times our content is displayed on someone's feed
- Likes = engagement via reactions (likes, loves, wows, etc) to a post



ENGAGEMENT
11.72%



ENGAGEMENT
10.65%



ENGAGEMENT
10.50%



ENGAGEMENT
10.39%



ENGAGEMENT
8.000%