



CARDIFF
SWANSEA
TENBY

WG Davies
Servicing South Wales

Staff Newsletter

Q2 2024

Editor's message

Welcome to the Q2 newsletter! There is a lot going on and this newsletter reflects that, with a huge variety of topics covered.

Of course, we have got our usual updates from the depots and sales, plus news from HR and Health and Safety. Alongside that there is a fabulous interview with Dean Lawler. Our Contract & Warranty Administrator and Office Manager based in Cardiff really likes a challenge - both at work and at home. His energy and positivity are humbling.

Roger uses his column to talk about our future, highlighting the role that MAN and e-mobility will play in that - it is an eye opening and optimistic piece which I hope you will enjoy. On the theme of e-mobility, we take the opportunity to bust the three most common myths around the source of energy that will be our future. And finally we introduce Dwiti Draig, our adopted family member, who is set to enjoy some serious adventures with a little bit of help from us. Thank you for reading,

Rachel



The Inside Track: Roger Davies - The Future is Bright

For almost four decades the success of WG Davies has been inextricably linked to that of MAN and ERF, so I am truly delighted to be able to share with you why now, more than ever, I am confident we are working with a strong business partner and have a positive outlook.

Over the past quarter, I have had the opportunity to glimpse into our future from two very different perspectives - I have both seen what is coming from MAN and heard the vision of the people who lead the company.

It is perhaps sobering to reflect on the fact that transport contributes almost one-quarter of the current global energy-related greenhouse gasses. However, we are all working to create a sustainable future and the Paris Agreement on energy detailed the transition to zero emission vehicles by the middle of this century. For us this means our future is electric.

Since 1897 when MAN presented the first self-ignition fully functioning diesel engine, in partnership with its inventor Rudolph Diesel, MAN has continued to develop ever more economical engines.

Today that culminates in the launch of an electric truck that is powered by batteries created by MAN, with a cellular chemistry specifically optimised for commercial vehicle applications.

I had the chance to drive MAN's eTGX in June and trust me when I tell you it exceeds every

expectation I had in advance and left me genuinely excited. The experience was everything I believe the MAN brand stands for: premium, personal and professional.

Of course, the new MAN electric truck range is just part of the story, equally important to us is the team who lead MAN globally. I was privileged to represent the UK private capital dealers at a meeting with the MAN Truck & Bus Main Board who had travelled from Munich to the UK for the first board meeting held outside of Germany. It was refreshing to see the positive interaction between the



UK and German boards and, crucially for us, the board from

Munich make it clear that the UK market is vitally important to them and that growth is a top priority. They were also keen to acknowledge the high regard they have for the UK network and the positive relationships we have forged with our Roger behind the wheel of MAN's eTruck mutual customers. I am looking forward to travelling to Munich in December to continue the conversation.

I hope all of that helps you to feel the same level of optimism and excitement that I have about what lies ahead for us. Working alongside MAN we will not only embrace but lead change within our industry, change on a scale that has not been experienced for over 130 years.

I truly believe the future is bright for us and that future is electric, free of CO2 emissions, quiet, economical and reliable.

Roger Davies



Staff Spotlight: Dean Lawler



Dean is a man who clearly relishes a challenge, nothing he has chosen in either his personal or professional life has been to make his life easier. It was fascinating to learn about how he moved from a job where he was tipped with beer and pork scratchings to his role at WG Davies, as well as his very full family life.

Dean's journey to WG Davies has not been traditional in any sense. "You could say it was as a result of a series of unfortunate events that landed me here but it is the best move I ever made. I was working in a warehouse and got made redundant in 2006. At the time I was given a grant to retrain and HGV driving looked like a good option. In truth it was extremely demanding and I can't say that I enjoyed it.

For the first couple of years I was working as an agency driver moving heavy plant and it was often impossible to find where I was going. It was not unusual to get stuck in a country lane and not be able to reverse." It wasn't all bad but it was certainly hard. "I also spent some time working as a drayman and often I would get given bottles of beer, pork scratchings, or even a full English breakfast as a tip - they were really generous - but it was tough, I was quite shocked at how heavy the beer barrels were."

Seven years after he started at WG Davies and with a big promotion coming his way at the end of last year, it is clear that Dean has eventually found himself exactly where he is meant to be. Today Dean is highly respected member of the team in Cardiff and his recent promotion to Office Manager underlines his qualities in working with people.

Dean has two very different areas of responsibilities, one is a largely paper-based role and the other very much people oriented. "Originally, I joined to submit the R&M contract and warranty claims. I still do that but now I am supported by Lisa. There's lots of procedures and policies that we've got to follow to make sure we're repairing and maintaining vehicles to MANs very high standards. If we don't get it right, we don't get the claim passed."

Dean's move into a management role, looking after the day to day running of the front office, was added late last year. "I am involved with ensuring the techs have all the relevant information to enable us to get our customers back on the road as quickly as possible, ensuring the vehicles are repaired first time, every time. It is people focussed, with broad responsibilities to ensure every member of staff is fully utilised and productive, while also making sure they have the tools and training to be able to do their best work."

It is not the most obvious progression from his highly process-oriented claims role we suggested, "It's a bit more challenging because you're dealing with people, rather than just paperwork and processes," Dean explained, "I have to try to keep everybody happy and motivated, while ensuring the work gets done." Clearly XDMS has impacted all of that, "Yes," Dean agreed, "The technicians are better able to manage their time, they have clear targets for a specific repair or maintenance task and I need to make sure we get paid for

those hours. The new system will help the boys be more productive and we should be able to turn over more work with less downtime for our customers - it is key to both profitability and staff satisfaction."

From his new perspective Dean is really positive about the future for Cardiff, "We've got some excellent people here now and some returning staff too, so that's encouraging. Overall, it feels like we have got the right people in the right jobs."

When he is not in our Cardiff depot, Dean embraces family life to the full. He lives with his wife Laura and their two children, Evan 17 and Ellys 15, as well as their foster child. "We've been fostering for four years now, she is our second child. My wife and I can't have any more children but we both felt we had more to give and fostering was the obvious choice."

Dean's oldest son Evan is following in his father's footsteps with a passion for rugby, "I played a lot of rugby in my younger days and then moved into coaching junior rugby. I am loving following my oldest son's journey through youth rugby. He is currently training with the Dragons RFC and aiming for a spot in their under 18s team. He is with the Newport High School Rugby Academy, which means he effectively plays for three teams at scrum-half."

Dean's youngest son Ellys has Down syndrome, "He's amazing. I took two years off work after he was born because he had a heart condition. He needed surgery to close a hole in his heart when he was just 18 months old, it was a difficult time but he's now signed off as having a healthy heart."



That sign off enables the family to get out and about together, "A family day out could be anything from a trip to the beach, or the park. We've got a charity cycle hire near us, Pedal Power, which offer specially adapted bikes and that means the whole family can explore the gardens up in Cardiff - we do that regularly throughout the summer to get some fresh air and keep active. We walk a lot too, we've got some local hills and mountains that we explore, there are so many gorgeous places close by, and we also enjoy going away for UK breaks."

It is clear that Dean has enormous energy for both his work and his family and we were left more than a little bit awed by his generosity and drive for all that life has thrown at him.



Simulated Game Day

No pigeons were harmed in the making of this fantastic day out with customers

We took the opportunity to spend some relaxing time with a number of our key customers in May. Hosted by Edward Kent in the Cotswolds, we enjoyed a simulated game day, shooting clay pigeons from a number of pegs / stands (to mirror a traditional game shoot) and with quite outstanding food and drink between each stand.

All credit to the instructors for working with the complete beginners, who surprised themselves by how much they enjoyed it. At the other

end of the scale, some customers turned up with their own guns - yes that is meant to be plural!

Regardless of previous shooting experience, it was an exceptional day. The weather helped, as did the sloe gin and exquisite food but, even so, the spontaneous rendition of the Welsh national anthem, under canvas in beautiful countryside, before dinner will undoubtedly stay in everyone's memory for some time.



WG Davies Family News

We bring you right up to date with family news and moves

Congrats to **Liam Harris** who has officially completed his apprenticeship. Celebrations are long overdue following a course extension and delays due to COVID, so it with both joy and relief that he can now call himself a fully qualified HGV Technician.

Ronald Arthur our Woodchip Driver based in Swansea has left us to enjoy his well-earned retirement. Ron, we wish you a long and healthy retirement.

Daniel Morgan, the parts delivery driver at Swansea has stepped into Ron's role. Daniel is an avid truck enthusiast and is very keen to settle into this new role.

Lisa Mason, who works as PA to the Depot Manager at Cardiff, celebrated her big 60th birthday last week. The staff at Cardiff, along with Neil Osborne and his very thoughtful daughter, Abi, took the time to decorate Lisa's desk to make the day even more special for her. Congratulations Lisa, we hope you enjoyed your birthday and wish you many happy returns!



Health and Safety and HR Updated

Improving Health and Safety with BrightHR's Health and Safety portal

H&S might not be as captivating as the shiny MAN trucks we look after but it is essential to everything we do. That is why, over the past quarter, we have worked to bring BrightHR's Health and Safety portal into our day to day working. This new digital system will significantly improve our H&S standards, our training and the day-to-day management for staff, customers and visitors alike.

Following the training which has been completed by all of our managers, training for staff and the full roll out of the system will take place over the coming weeks.

Recycling

Thank you for embracing the changes in workplace recycling. It is really encouraging to see how we are all making the new standards routine. As expected, we needed to make a few adjustments during the first months as we embedded new habits, but overall it is working well.

Staff Appraisals and Staff Survey

You may be aware that it is staff appraisal season! Appraisals have been completed down in Tenby and are due to commence in Cardiff and Swansea shortly.

We are also looking forward to your thoughts on working at WG Davies when we share the annual staff survey in July. You help to shape the company with your feedback and we eagerly look forward to your opinions this time around.



ISO 9001

It is great to be able to report that the mentoring programme is well under way and internal audits will take place from July onwards.

Events

WG Davies attended the Pembrey Truck Show on May 18th and 19th. As always, it proved to be a big success for us. There was a real party feel as we had a lot of support and visits from our staff members and their families, as well as customers old and new.

Electric Mobility Myth Busting

There are lots of myths surrounding e-mobility, we've busted the three most common of those here:



MYTH #1: THERE IS NOT ENOUGH ELECTRICITY AVAILABLE TO CHARGE eTRUCKS

- The National Grid calculated that if all trucks in the UK switched to battery electric overnight, the annual energy demand would be around 29 TWh
- In real terms, this is only c10% of the UK's annual power generation and easily scalable
- The challenge is getting power to the right place

MYTH #2 THERE IS INSUFFICIENT GREEN ENERGY PRODUCED TO CHARGE eTRUCKS

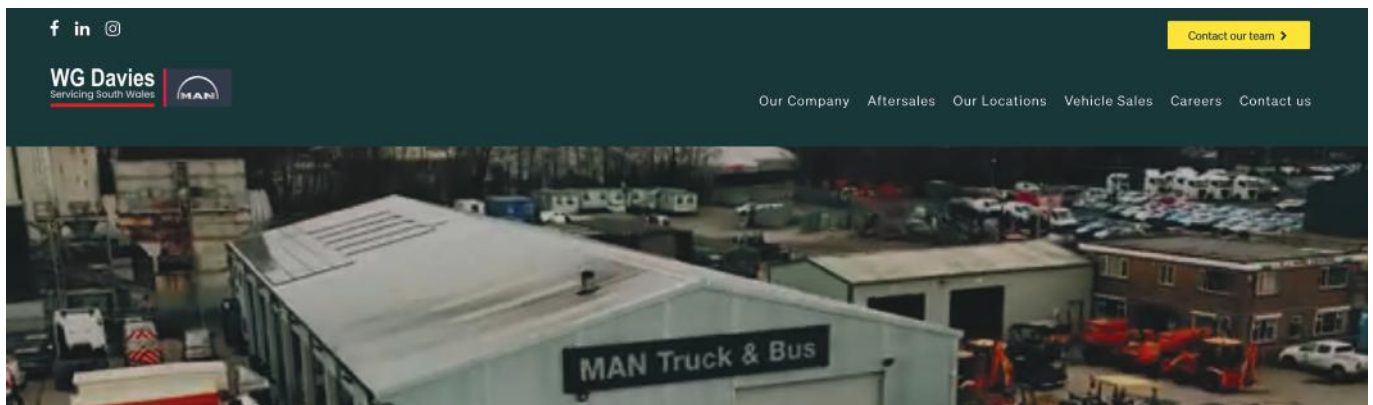
- Last year only c33% of all electricity generated in the UK came from fossil fuel
- c1.5% of all electricity generated in the UK came from coal fired power stations
- c40% was from renewable (solar, wind and hydroelectric) and the rest was from low-carbon (biomass and nuclear)
- The UK Government has set a target for 95% of all electricity to be low carbon by 2030

MYTH #3: eTRUCKS WILL NOT BE SUITABLE FOR LONG HAUL

- Arguably this is the case today...
- However, when there is public infrastructure in place, we expect daily ranges of 600-800 km with single intermediate charge stops
- New diesel trucks will no longer be sold after 2035 and battery electric is the technology in readiness for it

Our New Website WGDavies.com

We were thrilled to launch our new website at the end of March. The project has been a collaborative effort which started back in December last year and we are excited to share the details with you.



What's New

- **Modern Design:** Our new website boasts a modern design and user-friendly interface which ensures a seamless experience for all visitors
 - **Enhanced Navigation:** With a more intuitive layout, finding information is easier than ever - it allows users to access key sections quickly and efficiently
 - **Responsive Layout:** The site is fully responsive, meaning it both looks great and functions perfectly on all devices, whether that's a desktop, tablet, or smartphone
 - **Fresh Content:** We've updated the content and images to provide the most current and relevant information about our history, what we do, the team and testimonials from our customers
 - **New Pages:** We've included information on sustainability and our journey to becoming carbon neutral, plus a careers section which reinforces our desire to attract and retain the best people
- **New Features:** We have included our social media feed, enquiry forms for parts and service, as well as the opportunity to sign up for this newsletter to enhance engagement

How to Explore:



A huge thank you to everyone who has been involved in this project. We believe our new website will be a valuable resource for both our current and prospective new customers, showcasing our commitment to customer service and technical excellence.

WG Davies Long Service Awards

We recognise the loyalty and contribution of eight long serving team members

The WG Davies family takes great pride in the loyalty of our staff members. We are therefore delighted to announce that we have recognised eight dedicated team members, across all three sites, for their contributions, presenting them with certificates and gift vouchers:

- 2 staff have achieved over 5 years' service at Tenby
- 3 staff have achieved over 5 years' service at Cardiff
- 1 x 5-year, 1 x 15-year, 1 x 20-year service have been achieved at Swansea

With 20 years of service to WG Davies, the truly exceptional contribution made by Mike Johns, our Credit Control Administrator, really stands out. Mike is based with Deb and Amanda at Swansea, where he leads by example; working hard, supporting his colleagues and always being an absolute gentleman.

The award could not have been more deserved but Mike was overwhelmed to receive his 20-year service certificate. He is a huge positive inspiration to us all, at work and in the way he continues to embrace life outside of work, with regular rounds of golf and time away holidaying with friends. Mike, we thank you and salute you.



Depot Updates

We have been busy as always, with new team members and PDIs dominating the news, as well as staff completing some essential training courses

Cardiff Depot Update, Gareth Lewis

Alongside the usual R&M work, PDIs have dominated our workflow this quarter. We completed the PDI's on 20 new vehicles for OPEX Logistics, a Bristol-based business operating in the UK and Europe with over 100 vehicles. We were not expecting to look after these ongoing but in fact they have been in contact to ask us to maintain five of the 20 vehicles which will be based in our area.



It is worth noting that the 20 PDI's for OPEX Logistics were given to us with very little notice and we had just one week to complete all 20, in addition to our usual very busy, day to day commitments. It would not have been possible to meet the deadline without a number of our technicians and office staff going the extra mile and working additional hours, demonstrating great teamwork and a real commitment to the company - thank you to everyone who was involved.

The PDI work continues as we are just starting a major undertaking to carry out 120 PDI's for DPD and this will keep us busy for the next four months.



We have welcomed two new staff members to the team: **Alek Tanackovic** joins us as Warehouse Operative. He came highly recommended by Lisa and is already proving to be a great asset, not just in the parts department but to the whole team. And **Steven Coffin** boosts our team of qualified HGV Technicians. He transferred from Scania and has settled in well, receiving a warm welcome from everyone and in particular, great support from his Foreman, Jamie Peacock.

In other team news, we have moved one of our apprentices, **Tomos Manners**, from HGV Apprentice to LGV Apprentice, where he is thriving and thoroughly enjoying the new position.

The need for training never stops and so it was great to be able to make time for Jamie Peacock, Terry Vaughan, Peter Wright and Connor Hanley to complete the BPW Axle training course required by XPO logistics. Tiago Pinto is booked to complete this shortly.

It is not just the technical staff who have enjoyed some learning either, as Tricia Mackenzie and James Tucker attended the Technical for Non-Technical training course at MAN's Training School in Swindon.

Swansea Depot Update, Daniel Jones

We are always busy in Swansea and Q2 has been no different, with the tech team happily moving the work through the workshops.



Alongside the regular R&M jobs we have completed the final PDIs for the new Owens Group vehicles as they replace their 2021 plate vehicles. We have also welcomed a new customer in Evans Brothers of Llandybie, who will use their new 6x2 tractor unit to move aggregates and it is good to see Derwen Plant Hire back in our yard too with their new 4x2 skip loader.

Our light commercial vehicle team is also close to capacity with the summer (hopefully) just around the corner. The promise of warmer weather prompts many to get their motor homes serviced so that they can be pressed into action with confidence, knowing they have been thoroughly checked over by an expert.

Despite the work load we always find time for the training courses that are essential to keep us up to date. John Hopkin and Liam Harris both visited MAN in Swindon, completing the TGE diagnostic course and a brakes diagnosis course respectively. To keep the momentum with training we have committed to getting all of our technicians to complete the available online courses in Q3 before we book them onto face to face courses as they become available.



XPower DMS is the gift that keeps on giving and we continue to explore what it can do for us. Recently Roger, Gareth, Andrew and myself attended a seminar with them to learn more about the capabilities of their paperless system. We are eager to trial that now, it fits well with our desire to be more ecofriendly as well as adding even more efficiencies into our systems.

On the product side, I had the opportunity to spend time with Jason Moore (our MAN regional customer service contact) and Glen Crompton (MAN's Customer Service Management Director) at the head office in Swindon. We were joined by board members from MAN Germany to explore product quality from both a global and more specifically a UK perspective. It was fascinating to understand how the product performs differently in different markets and an opportunity for everyone to learn.

Last but by no means least, our shift supervisor Kevin Davies has recently undergone hip surgery.

We would all like to wish him a speedy recovery and of course, we look forward to having him back - we just hope his new hip comes with a high quality two year parts and labour warranty in line with what we offer!

Tenby Update, Sarah Spolton

It's been business as usual for team in Tenby this quarter, busy and with a nice constant flow of work. We have some additional Enterprise vehicles to look after for Gregories alongside the work we do as usual on petroleum vehicles.

We love what we do but it is always great to feel appreciated and feedback from our customers is always welcome. Thank you to Premier



Forest for sharing, "They do what they need to for us, everything I ask gets done, so I can't ask any more".

We have been delighted to welcome **Charlie Maddox** as our new first year HGV Apprentice. He will work alongside **Lucas Banks**, our 3rd year apprentice and both will be mentored by the team in Tenby as they work through their apprenticeships. We actually got to know Charlie when he approached us looking for some work experience. Needless to say, he made a great impression with everyone, so it is wonderful to welcome him back. It is actually the first time that we have had two apprentices working from our depot at the same time and it will be interesting to watch them learn and grow alongside our qualified techs.

Finally, we have inherited J3 WGD as our breakdown van from Swansea, just one careful owner?!

Social Media Matters Q2 2024

We decided to reduced our posting frequency in June to see if that improved engagement and it looks like that paid off - across the quarter there were 93 new posts on Instagram, Facebook and LinkedIn and Q2 engagement outperformed that of Q1.

Our LinkedIn following has increased to 350 and the engagement with posts across our social channels has been amazing.

Instagram 1,065 followers

- **Reach:** 4,324 accounts (+1,085 on Q1)
- **Impressions:** content visible 20,872 times (+4,738 on Q1)
- **Highest performing** reel had 4,083 views (Rachel's depot tour video)

Facebook 1,700 followers

- **Reach:** 41,556 accounts (+1,189 on Q1)
- **Impressions,** content visible, were 62,474 (+1,431 on Q1)
- **Highest performing** post had 1,599 likes 1,599 (+4 on Q1)

Social media jargon buster

- ✓ Reach = the number of people who see our content
- ✓ Impressions = the number of times our content is displayed on someone's feed, regardless of whether it was engaged with
- ✓ Likes = the performance measure in views or reactions (likes, loves, wows, etc) to a post

The top performing posts (not including reels) were:



ENGAGEMENT
15.90%

LIKES **57**
COMMENTS **2**
POST CLICKS **N/A**



ENGAGEMENT
13.68%

LIKES **35**
COMMENTS **3**
POST CLICKS **N/A**



ENGAGEMENT
13.56%

LIKES **68**
COMMENTS **4**
POST CLICKS **N/A**



ENGAGEMENT
13.22%

LIKES **30**
COMMENTS **2**
POST CLICKS **N/A**



ENGAGEMENT
11.51%

LIKES **14**
COMMENTS **2**
POST CLICKS **N/A**

Q2 Sales Update

Thomas Carter and Stuart Beaman have been busy

Thomas successfully handed over three vehicles, interestingly two of those were to new customers to MAN; John Pearce Glynneath Ltd and Evans Brothers (Bulk Haulage) Ltd.

While Stuart sealed the deal on a stunning nine vehicles:

- ✓ 5x tractors ordered for our friends at Right Freight
- ✓ 2x TGS tippers ordered for Kevin Cahill
- ✓ 1x Stock TGX 4x2 delivered to CJ Bird (pic attached)
- ✓ 1x TGL ordered for CJ Bird

Here is just a taste of the new vehicles that we can look forward to seeing in the future.



From left to right vehicles ready for John Pearce, a stunning TGX in CJ Bird's livery and the wonderful Kevin Cahill signing an order for two MAN 8x4 tippers from Stuart at the Pembrey truck racing event.

Welcoming Dwti Draig to the WG Davies Family

WG Davies has adopted Dwti Draig as a member of the family. Dwti Draig, which means cute dragon in Welsh, is a 2009 TGM 4x4 water tanker, which is being converted into an overland vehicle by Lucy and Lyn Evans in the Swansea area.



Like any member of our family we will look forward to seeing her when she is home, enjoy postcards from her while she is away and help keep her ticking over if she ever needs a little extra love. Ultimately the plan is for Lucy and Lyn to take Dwti Draig and travel off grid around Europe and then head over to North America, where they can indulge their love of hiking, white water rafting and canyoning.

Lyn and Lucy are no strangers to adventure - Lucy travelled solo to Kathmandu and taught English to Buddhist monks in a monastery - and they have enjoyed both a camper and a motor home in the past but in Dwti they have found their forever travelling partner. She is rare, beautiful and demands attention in her new colour of Firenze Red.

Lyn first got in touch with WG Davies in 2023 when he bought Dwti, she had just over 100k miles on the clock, no service history and every warning light illuminated on her dash. He told us, "We needed help from someone reliable, local and trustworthy, with a good reputation." The WG Davies team ticked all the boxes "They have been nothing short of awesome," Lyn added, "they quickly got to the bottom of the faults, serviced Dwti and the conversion could then begin."

The WG Davies team in Swansea will be giving Dwti Draig a final inspection before she sets off on her maiden adventure and we will send her on her way with a full tank of diesel too. As befits a family member we are offering discounted labour rates and parts. And while we hope it is not needed, we have provided an MAN Mobile24 GOP for the length of the journey too. To keep them on



brand, Lyn and Lucy have MAN jackets and hats and they have promised to keep us updated. You can follow them on Insta @Dwti_draig or via their website www.dwti.co.uk. We wish them every happiness.



- www.instagram.com/wgdavies
- www.facebook.com/wgdavieswales
- https://twitter.com/WG_Davies