

The big move

2016 COULD BE A PIVOTAL YEAR IN THE HISTORY OF WESTERN AUSTRALIA'S **BRUCE ROCK ENGINEERING**, WITH THE COMPANY LAUNCHING A POWERFUL NEW SERVICE PARTNERSHIP AND CELEBRATING ITS EAST COAST TRUCK SHOW PREMIERE.

After repeatedly making transport industry headlines in 2015, it's safe to say that the management team behind Bruce Rock Engineering (BRE) doesn't go into business half-heartedly. In July last year, the company teamed up with North American OEM Wabash National to bring a new line of refrigerated transport equipment to Australia, with a widely publicised launch at the Perth Truck Show that saw Larry Adkins, Product Application Manager at Wabash National, travel all the way to Australia to personally back up the jointly developed range. In September, the company then gained more international attention when it released Australia's first 60m Super Quad combination, boasting a record payload of 141 tonnes. Due to a new kind of drawbar design, it allowed transport businesses in WA to quickly change from a quad-trailer layout back to a conventional set up, and has now been developed into triple and double road train combinations to suit

various tasks across the country. Looking back, all signs point to what will be the company's next big step in May 2016 – going national. As part of BRE's first-ever east coast truck show outing at the International Truck, Trailer & Equipment Show (ITTES) in Melbourne, Managing Director, Damion Verhoogt, will announce a new service partnership with Royan Truck & Trailer Repairs, Australia's largest heavy vehicle accident repair specialist. The move will officially mark the starting point of BRE's evolution from a local WA manufacturer to a national brand, and the beginning of a new era with a much broader strategic focus and more ambitious growth target. In support of it, a new east coast sales team will commence work in May and promote BRE's extended product line to transport businesses across the eastern seaboard. After an extensive growth spurt over the past year or so, Damion is confident the timing is just right to officially roll out the

BRE brand nationally next month: "We've always done business in the east, but more so on a case-by-case basis and not so much with a strategic objective," he explains. "Now Bruce Rock Engineering is about to officially go national, with the right resources behind it from a sales perspective and an extremely prominent partner to physically back up the product. "We're especially excited to make the move in Melbourne, which is traditionally a very strong showcase of trailer technology. We haven't previously exhibited in shows on the east coast, so we thought such a prominent event would be the ideal opportunity for us to bring our product portfolio to a new audience on the other side of the country and continue to build the brand." The Melbourne Truck Show outing will not only be a first for the BRE business, but also mark the first showing of the 2016 Wabash National product range outside WA. "Together with Wabash National, we've designed a special east coast spec, if you

will, so the product on show will be a world premiere," he says. "Just like in Perth, we will have Wabash staff from the US on the stand to explain the product and bring the company behind it closer to our local clientele." Honouring the company's first national appearance, BRE will be exhibiting up to half a dozen trailers in Melbourne, both Wabash National-branded and made locally in WA. "You will not only see a refined version of the 45-foot ArcticLite refrigerated model we launched last year, but also a Wabash-made flat top model and a drop deck trailer, both of which will debut in Melbourne," he explains. "Under the Bruce Rock name, we will also showcase a grain tipper and a general purpose tipper to tap into the local Victorian market, so there will be a lot to take in for transport businesses and buyers who only know us as a local WA business. However, we're genuinely excited about the opportunity and hope they embrace our new product line-up just as well as the Perth audience did." With the company's focus firmly on the



large-scale ITTES launch in May, Damion says a half-hearted approach would not have been true to the Bruce Rock Engineering brand: "We are a company that is known for quality and providing our clientele with a product they can trust in. That's why we have worked so hard leading up to the Melbourne Truck Show – if we do

something, we do it right."
 *Local regulations permitted.

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Fast Fact

The first product to be launched as part of the Wabash National/ Bruce Rock Engineering collaboration made its debut at the Perth Truck Show in July. The 45-foot ArcticLite refrigerated semi-trailer shown in WA was specially designed for Australian conditions and "perfectly adjusted to handle Australia's high heat and road conditions," according to Managing Director Damion Verhoogt.