

# WETTENHALLS

## Wettenhalls Launches Regional Services with WRX

### A New Era – Wettenhalls Regional Express

Wettenhalls is proud to announce the launch of a new era with its new Wettenhalls Regional Express (WRX) business, with an initial focus on regional deliveries, WRX is here to deliver for our customers.

The new WRX business is a key element of the future direction of Wettenhalls, a proudly regional organisation based in Geelong. To carry it forward, the business appointed Mark Vaughan as the inaugural General Manager & part owner. Mark said:

*“The development of WRX is very exciting, as the Victorian Regional market is one that we are very passionate about because customers in the country deserve a transport and logistics service they can trust & rely on”.*

Mark has over 34 years' experience in managing major national transport companies, including over 25 years leading regional express businesses. He strongly believes that the Victorian regional market has always been one that has unmet needs and only ever received lip-service from major transport providers until now.

The new WRX business is specifically focussed on the needs of regional customers, with the WRX services delivered by a handpicked team who understand and know their needs.

The team's vision for the WRX business is to become the “Carrier of Choice” for regional deliveries across Victoria, always putting customers first, last & always.



### – WRX – The Transport Company That Lives & Breathes Regional Victoria

The purpose of WRX is to create a customer focussed, niche regional express business which is passionate about delivering value through relationships, discipline and tailored innovative solutions. To provide the best possible service and breadth of capabilities, the business will also leverage off the broader Wettenhalls network, including existing capabilities & operating infrastructure.

The whole ethos of the business is built around the key focus of:

#### “We Care, We Deliver”

The core values of the WRX business are Teamwork, Integrity & Innovation.

The business will provide regional express deliveries, with a network covering up to 500 kms from Melbourne. WRX offers flexible solutions across overnight services for half and full truck loads, skids, pallets, heavy large items and can also provide specialised services for oversize, over-dimensional products.

The business already has five current company operated depots and a plan to extend that network through the development of a further five across the state.

Mark commented that “We own the whole process, end to end where possible, which is a critical differentiator compared to most other operators who outsource their regional deliveries”.



### WRX is Different

WRX is different to other regional transport companies in what it does, how it does it and its attention to detail.

*“In taking on the challenge of servicing regional Victoria in the way we thought it should be done, we weren't just going to do what everyone else is doing”*

said Mark Vaughan.

WRX is different, starting from its clarity of purpose. We are not just another Melbourne transport company. We are part of your local business community, with most of our team living in regional Victoria, focussing on supporting local customers & their deliveries.

Our regional network is supported by a fleet of new vehicles, professional safety focussed drivers and advanced technology which enable you to book your consignments online, track your freight and get all the reports and finances sorted when it suites you.

WRX is focussed on delivering the right service levels, which centres around our overnight delivery to nearly all regional locations.

One of things closest to our hearts is the WRX team, which we have hand-picked to be professional, friendly, customer focussed and for the most part, come from the country, so they understand regional (your) needs. We also keep investing in training across all aspects of the team's skills, from customer services, IT through to safety and driving to ensure that things are done in the right way, first time, every time. “Mark says the team is like a family to him and so are our customers”

Wettenhalls, like the WRX customer, comes from the country and is a family owned enterprise, so we understand our customers implicitly.

### WRX Drives Customer Satisfaction at Norton

Norton Livestock Handling Solutions started in 1983 as a small engineering company in Hastings Victoria, which manufactures and supplies livestock handling solutions / equipment including gates, ramps, hay feeders for a range of livestock.

The business partners with WRX to supply its rapidly growing customer base because of its reliable service levels, ability to handle a wide range of hard to handle, high value, oversize products which need to get there quickly across Victoria and Southern NSW.

Since acquiring the previous delivery providers, Ryans Transport and Auspro Logistics, Norton Handling Solutions has become a very happy customer, having experienced a dramatic improvement in service.

Joint managing Directors, Peter & Tom Russo commented,

*“You can trust the guys, just a good bunch of people to deal with, they have great relationships with my employees. They are the normal type of transport company & are just a real pleasure to deal with. the WRX team are so easy to deal with, nothing is too much to ask, you can call them anytime from 5am in the morning until 12pm at night & they will look after whatever is needed”*



### WRX Delivers on True Regional Capability

WRX is one of the only regional transport providers which is investing heavily in its depot network across the state.

The WRX network currently has five depots including Altona, Geelong, Colac, Horsham and Benalla & a hybrid depot in Warrnambool. WRX also will develop at least a further five depots in key centres including Ballarat, Bendigo, Mildura, Morwell & Wagga Wagga with Tasmania on the horizon.

This approach and the company's “0-500 kilometres from Melbourne” model, means that WRX can deliver anywhere in Victorian regional areas overnight for incorporating key visibility features such as sign on glass and Track & Trace

Since formation, WRX has demonstrated exceptional performance to its customer base, with service levels running at >98.5% delivery on time & intact.

Call us on our customer service line on (03) 5215 9640 to see how our team operates near you.



**Mark Vaughan**  
General Manager

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