



JUNE 2025 NEWSLETTER

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A MESSAGE FROM CEO, CHRIS DEVOY

A Month of Milestones and Momentum

As we move into the heart of winter, I want to take a moment to reflect on where we are, celebrate some recent wins, and look ahead to what's next for the Action Group.

First, a huge thank you to everyone who played a part in making our presence at Fieldays such a success. It was fantastic to see the Action Group represented so strongly, not just with impressive displays, but with people who really embodied the pride, skill, and innovation that define our businesses. It's opportunities like this that help lift our brand profile and build connections in the wider community. We're not just showing what we build, we're showing who we are.

On the ground, it's been encouraging to see productivity across our sites on the rise. We know the winter period can come with its own challenges, darker mornings, colder days, and a bit less energy to go around. But it's during these months that your dedication really stands out. The continued focus on output, delivery, and collaboration doesn't go unnoticed.

We've also had some fantastic strategic moments recently, including two valuable design workshops: one with the NZ THL Retail Design Workshop team and another with the RVSC retail team. These sessions are a great example of what we can achieve when we align closely with our partners and plan for the future together. Meanwhile, Apollo has continued to push forward, successfully delivering the next-generation Maverick to rentals, an exciting step for the team and our customers.

On a personal note, this June marked 19 years since I joined the Action family. It's a milestone that's given me a moment to pause and reflect. What stands out most to me isn't just the growth we've achieved, it's the people I've had the privilege of working alongside. The commitment, resilience, and camaraderie across our teams is something I've always been proud of. I'm grateful for the journey so far and excited about what's still ahead.

That said, let's not lose sight of what keeps us going, not just hard work, but high morale. Supporting one another, celebrating small wins, and keeping connected are just as important as hitting targets. A strong, positive culture is built in moments like these, in conversations over smoko, checking in on a teammate, or sharing a laugh on the factory floor.

Looking ahead, we'll be placing a real emphasis on quality. Let's continue to put our best foot forward with every project, every product, and every interaction. It's the detail,

care, and consistency we bring to our work that sets us apart, and it's what keeps customers coming back.

So as we push through the colder months, I encourage you all to stay active, physically and socially. Whether it's a quick walk during lunch or a yarn with your workmates, those small actions go a long way. Keep moving, keep talking, and most importantly, look after yourselves and each other.

Thanks again for everything you do. Stay warm, stay safe, and let's keep that momentum going.



Chris Devoy

Chief Executive Office, Action Manufacturing



What a week! Fieldays 2025 was a fantastic opportunity for the Action Group to come together and showcase the depth and diversity of what we do, across transport, lifestyle, and innovation.

With a prime site next to Makita, our stand saw thousands of visitors over four days of classic New Zealand weather. The energy was high all week, and the feedback from customers, partners, and the public was overwhelmingly positive.

Fairfax took centre stage with its second-ever zero-emissions refrigerated trailer, purpose-built for Big Chill Distribution. Fully VDAM-compliant and powered by a Carrier Vector eCool unit and SAF-Holland electric axle, this diesel-free setup drew strong interest and sparked great conversations about the future of cold chain logistics.

Also on display was the AddVolt electric standby generator, providing another piece of the emissions-free puzzle, and a Dhoollandia tail lift, demonstrating efficient, user-friendly technology for on-the-ground operators. The Freightier NZ team was also on hand, engaging with visitors, sharing insights, and reconnecting with loyal customers.

On the lifestyle side, Action Manufacturing turned plenty of heads with the KEA Coast EV, our first fully electric motorhome. A new ute canopy setup also drew attention from tradies and outdoor enthusiasts alike, both builds speaking to the growing demand for sustainable, smart solutions.

What made this year truly special was seeing the full NZ Action Group united. Fairfax, Freightier, Transcold, and Action Manufacturing working side-by-side, sharing stories, and connecting with the people who use and love what we build.

Thank you to everyone who contributed to making this year's Fieldays such a success, on site and behind the scenes. We're proud of what we achieved together, and we're already looking forward to what next year brings.





MĀNAWATIA A MATARIKI

A Time For Reflection, Reconnection and Kai!

As the stars of Matariki rose once more in our skies, teams across the Action Group came together to mark this special time of year, a time to reflect, reconnect, and celebrate with kai and connection.

At Action, our Matariki celebration was a full team effort rooted in the values of whanaungatanga (connection) and manaakitanga (hospitality). Days before we even set the tables, a few of our team members headed into the bush, out on the water, and beneath the surface to gather kai the traditional way. There was hunting, fishing, and diving, all done with purpose and respect, not just to feed the team, but to honour the essence of Matariki: community, gratitude, and renewal.

The mahi didn't stop there. Back on site, the team rolled up their sleeves to help clean, prep, marinate, and cook the freshly gathered kai. Pork, seafood, fried bread and all the trimmings were prepared with care, filling the factory with the unmistakable smells of something special being shared. When we finally sat down together to eat, we were able to acknowledge the year that's been, appreciate the people around us, and look ahead to what's next.

The atmosphere was relaxed but meaningful. There was laughter, storytelling, and a real sense of pride in the effort that went in, the feast that came out, and the culture we're all part of building at Action.

Over at Fairfax, the team also gathered for a Matariki celebration, coming together for a BBQ lunch and a moment of reflection. It was a chance to step back from the usual

hustle, enjoy each other's company, and appreciate the shared journey we've been on this past year.

At Freighter, the celebration was as legendary as the cooks themselves, with Al and Jim serving up a mouth-watering spread that scored a unanimous 10/10 from their (slightly biased) team of taste testers. Spirits were high, bellies were full, and the team spirit was even stronger.

As we look to the year ahead, we hope your own Matariki was filled with moments of peace, connection, and aroha. Whether you spent it with whānau, friends, or your work whānau, thank you for being part of this journey with us.



Matariki Feast Spread

JUNE STANDOUTS

Rolling Out with Freighter

This 8-beam skeletal trailer was custom-built for the team at Hilton Haulage Limited, a trusted name in New Zealand freight for decades. Known for their commitment to quality and performance, Hilton needed a trailer that could stand up to the demands of daily operations across the country.

The result is a unit that's practical, purpose-built, and engineered to last, a perfect reflection of how we do things at Freighter. From the heavy-duty framework to the attention to detail in the finishing, this trailer was built with performance and longevity front of mind.

It's always a privilege to work with operators who value strong gear and strong partnerships. A huge thank you to Hilton Haulage for trusting us with another build, we're proud to help keep your fleet moving and your freight on track.

Keep an eye out for this one out on the highways of Aotearoa!



ACCESSIBILITY IN ACTION

Our newest custom-built ACC van, a long wheelbase, high roof Mercedes Sprinter, has just rolled off the Action floor, thoughtfully designed to prioritise accessibility, comfort, and practical support.

Accessibility is at the heart of this build, featuring a rear wheelchair hoist for easy entry, an automatic remote-operated side door, and an automatic side step with a hi-vis grab handle to ensure safe and simple access for all users.

Inside, the vinyl-covered floor makes cleaning straightforward, while aluminium floor tracks secure the wheelchair position and allow flexible equipment storage. The dedicated wheelchair space is designed with room for growth, complemented by a custom removable table to meet diverse needs.

Seating is practical and adaptable, with a swivel cab seat and ISOFIX mounts for child seats, alongside a bespoke, folding, wall-mounted changing table trimmed in vinyl for easy cleaning and accessibility.

With privacy tinted windows, additional lighting, rear air-conditioning, and safety features like a fire extinguisher



and tow bar, this van exemplifies Action's commitment to creating purpose-built, accessible vehicles that support independence.



GEN 4.2 ROLLING OUT!

Future-Proofing St John Ambulances for a New Era of Emergency Response

At the end of June, the very first upgraded St John ambulance featuring the newly developed Gen 4.2 PSN system rolled out of Action, marking a significant step forward in preparing emergency vehicles for New Zealand's upcoming shift from analog to digital radio communications.

This rollout is part of a wider national upgrade, with all emergency services set to transition to the new digital radio system by 2026. In anticipation of this, the Action team has worked closely with St John to redesign and equip the St John fleet with future-ready technology, ensuring their vehicles remain connected, responsive, and operational in any situation.

The Gen 4.2 upgrade is more than just a software or system refresh, it's a complete rework of the communications and monitoring setup. Each vehicle now includes two base radios to support dual-channel communication, an RF filter to reduce signal interference, and a completely reconfigured ICT cupboard, custom-built to house all radio and monitoring equipment in a compact, organised layout. The internal racking has also been redesigned, making it easier for technicians to access, maintain, and troubleshoot components, ultimately reducing downtime and improving serviceability in the field.

Externally, the upgrade includes new antenna configurations, with a 2V FH and a UHF antenna fitted to support the digital network, and a repositioned GPSD for improved signal accuracy and resilience. These enhancements ensure that the vehicle's connectivity remains strong, even in challenging environments or remote locations where consistent communication is critical.

Alongside the technical improvements, the Gen 4.2 also introduces cosmetic upgrades and refinements to safety features. These changes may seem subtle on the surface, but they contribute to a more user-friendly and efficient working environment for frontline responders. From streamlined cable management to better system visibility and access, every detail has been considered with the end user in mind.

The rollout of the first Gen 4.2 ambulance represents months of collaboration, problem-solving, and innovation across teams, and it's just the beginning. With many more vehicles scheduled for upgrade in the coming months, **Action remains committed to supporting St John and our wider emergency response network with technology that's not just built for today, but ready for tomorrow.**



John Navia, Ambulance Line



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PROGRESS IN EVERY BUILD

Smarter systems, standout projects, and stronger teams

It's been a massive first half of the year for Action Manufacturing, with momentum building across every part of the business, from design and production to safety and team culture.

We've been focused on streamlining how we work, with multiple design workshops aimed at improving productivity and refining our build processes. The impact is already showing on the floor, more efficient workflows, clearer job planning, and better cross-team collaboration.

We proudly represented the Action brand at COVI and Fieldays 2025, connecting with customers and showcasing some of the latest innovations across our lifestyle and specialist vehicle builds.

On the project front, several high-profile builds have rolled through the factory, including units for Wellington Free Ambulance, St John's next-gen fleet, custom builds for FedEx, and mobile solutions for AlSCO and New Zealand's Dental Service. These are the kinds of builds that demand precision, purpose, and passion, and the team delivered on every front.

We also rolled out our Safe Start campaign, putting a fresh spotlight on health and safety across sites. From better awareness to stronger daily habits, the focus has been on keeping everyone safe and supported.

Alongside the big work wins, we've had some great moments as a team, like Lake Day, and planting days at the Fairfield project, where we got stuck in to give back to the environment and our communities.

Looking ahead, the second half of 2025 is shaping up to be just as exciting, with more builds, more progress, and more reasons to be proud of what we do at Action.



#1 Wellington Free Build



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RAISING THE BAR IN INNOVATION

One trailer at a time

It's been an awesome first half of 2025 for the Fairfax team, with innovation, sustainability, and quality at the heart of everything we've delivered.

A major highlight was building and sending off our second-ever Fairfax ZE electric refrigerated trailer for Big Chill Distribution and TR Group. This game-changing unit, featuring a Carrier Vector eCool system and SAF-Holland electric axle, sets a new benchmark for zero-emissions cold chain transport. We took it to Fielddays 2025, where it turned heads and sparked meaningful conversations about what the future looks like for our industry. It was a proud moment and a strong signal that Fairfax is serious about sustainability and designing for long-term change.

Behind the scenes, we've also made big progress in the factory. Our upgraded mould shop has officially produced its first mould, a fantastic achievement for the team and a sign of the quality and capability that lies ahead.

We've seen some stunning trailers leave the workshop this year, including a sleek Fairfax Signature unit for Dhindsa Transport, fitted with a top-tier Carrier system by Transcold. The eye-catching quad trailer for Douch Transport was another standout, purpose-built for performance, reliability, and style.

Health and safety continues to be a key focus for us on the floor, and it's been great to see continued improvements in how we work and how we look after one another.

Looking ahead, we're excited to see orders roll in for the newly reintroduced Fairfax Premiere trailer. With strong momentum behind us, we're ready for another big six months delivering quality, innovation, and impact, on the road and in the factory.



Fairfax ZE Handover Event





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FULL THROTTLE INTO 2025

New installs, new tech, and national growth powering the year so far.

It's been a big first half of 2025 for Transcold, with exciting developments across the business as we continue delivering high-performance refrigeration solutions nationwide.

A key milestone was getting our Hamilton Service Centre up and running, expanding our national network to better support customers in the central North Island. This additional hub strengthens our reach and response times, an important step in providing consistent, top-level service across Aotearoa.

Carrier also proudly announced the acquisition of AddVolt, a major move that brings world-leading electric standby

technology into the fold. It's a game-changer that supports our sustainability goals and positions us at the front of emissions-free cold chain innovation.

Fieldays 2025 and the TMC Conference gave us a chance to connect with the industry, spark conversations, and showcase standout tech, like the Carrier Vector eCool unit on Fairfax's ZE trailer, and our Dholdandia tail lift demo drawing strong interest from hands-on operators.

Our install teams have been flat-out, with highlights like the new Supra refrigeration unit for Bidfood, ensuring reliable performance and food safety. In Christchurch and Auckland, the team has also completed a fleet of compact Toyota chiller van conversions for Produce Pronto, versatile, urban-friendly builds with top-grade insulation and temperature control.

Meanwhile, our commitment to training is paying off. Congratulations to Raminder, whose assessment work earned top praise from facilitators, and to Alan, recognised for his valuable support throughout the process.

As we head into the second half of the year, we're excited to keep the momentum going, checking in with customers, growing our partnerships, and leading the way in cold chain innovation.



Dylan Victor & Shaiden Lambert



BUILDING WHAT MOVES NZ

Strong builds and a commitment to quality every step of the way

The first half of 2025 has seen Freighter continuing to deliver the tough, reliable transport solutions we're known for, designed to go the distance and built with care.

A standout example is the 5 Axle Full Curtainside Trailer for Cal Isuzu, a sharp, high-performance unit that's now road-ready and set to serve its new owner with reliability and style. We also proudly delivered an 8-beam skeletal trailer for Hilton Haulage, a long-standing operator with

a reputation for doing things right. Purpose-built and engineered to last, it's a great reflection of Freighter's practical, hands-on approach to manufacturing.

In addition to our own builds, Freighter has played a key role in several group-wide projects, including the Fairfax Signature trailers for Douch Transport and Dhindsa Transport, both constructed at our Freighter site. These trailers represent the strength of collaboration across the Action Group, where expertise is shared, and results speak for themselves.

We also took part in Fieldays 2025 and the TMC Conference, standing alongside our Action Group whānau to connect with customers, talk tech, and showcase what Freighter brings to the industry.

As we move into the second half of the year, the focus is on continuing to support our customers and Group partners through smart builds, dependable service, and trailers that are built to perform. Whether it's a one-off custom build or a fleet-ready unit, the Freighter team is proud to keep New Zealand's transport network moving, one trailer at a time.



PRECISION IN MOTION

Milestones, models, and momentum as Apollo raises the bar in 2025

The first half of 2025 has been full of momentum at Apollo Manufacturing, with major milestones, smarter systems, and exciting new models rolling off the line.

June saw a standout achievement with Apollo hitting 96% DIFOTIS (Delivery In Full, On Time, In Spec), made even sweeter by our first-ever gonging celebration on the factory floor. This reflects the collective effort across the business, from improved quality control and digital inspections to full-time Quality Inspectors and weekly audits. It's a clear sign our processes and people are aligned and performing.

New products have taken centre stage, with the Warrior and Cascade builds now in full swing. The Warrior has its own production line, backed by a specialised crew and streamlined job cards, while the Cascade moves through early production with real-time improvements based on contractor feedback. The Maverick MK2 has also launched, now built on a Ford chassis, with a dedicated team ensuring consistent, high-quality builds. The first unit is en route to Cairns, with more to follow.

Production has become smarter too. We've reduced our motorhome line from 18 to 12 bays, boosting efficiency without compromising quality. Innovations like the fabrication team's custom shelving and the upholstery team's reuse of cab protection materials show how small changes can make a big impact.

We've also seen clever sustainability initiatives, from repurposed materials turned into bean bags and weatherproof covers, to soft plastics being trialled as filler. In a further push for safety, Apollo has introduced monthly First Aid Toolbox Meetings, interactive sessions that build emergency response knowledge and encourage a proactive safety mindset.

Whether it's upgrades or everyday wins, the first half of the year has shown what's possible when we work smarter, faster, and with purpose. Looking ahead, we're focused on maintaining this momentum and continuing to lift quality, performance, and consistency across every vehicle we build.



First DIFOTIS Gong Celebration

SERVICE RECOGNITION

At Action, we know it's our people who make the real difference, and there's something special about those who choose to stick around and grow with us.

This month, we're proud to acknowledge a group of dedicated team members hitting milestones. Whether they're just getting started or have been part of the journey for decades, each one has played a role in shaping who we are today.

ONE YEAR

Jordan Hoar-Cross, Action Manufacturing
Hanna Simmonds, Action Manufacturing
Cornelio Ordonio, Action Manufacturing
Viviana Valbuena, Action Manufacturing
Raymond Wilson, Action Manufacturing

TWO YEARS

Awhina Mason, Action Manufacturing
Darshan Patel, Action Manufacturing
Niclas Salazar, Action Manufacturing
Judyll Tumamak, Freightier Auckland
John Tumamak, Freightier Auckland

THREE YEARS

Mitchel Suhr, Action Manufacturing
Marlon Manlungat, Fairfax
Jiali (Lee) Huang, Action Manufacturing

FOUR YEARS

Danil Apulu, Fairfax
Patrick (Paddy) Devlin, Action Manufacturing
Michael (Mick) Emmott, Action Manufacturing

These milestones represent more than just time, they reflect loyalty, growth, and the everyday contributions that keep our wheels turning. It's this steady commitment that helps drive our success and strengthen our culture.

Thank you for your commitment, your mahi, and the impact you make every day, we're stoked to have you in the Action whānau.

Jacob Jespersen, Action Manufacturing
Maru Sadaraka, Freightier Auckland
Meng Hor Rea, Fairfax

SIX YEARS

Lisa Hodgson, Action Manufacturing

SEVEN YEARS

Lope Aumentado, Fairfax

EIGHT YEARS

Bjorn John Alojado, Freightier Auckland

FOURTEEN YEARS

Matthew Thomas, Freightier Auckland
Ilias Ali, Freightier Auckland

FIFTEEN YEARS

Lance De Kock, Action Manufacturing

NINETEEN YEARS

Chris Devoy

KEEPING IT IN THE ACTION FAMILY

Some teams are built over time. Others walk through the door already connected.

This trio brings a special kind of family pride to the factory floor, each of them playing a different part in bringing our vehicles to life. Jacob is a steady hand on the ambulance line, known for his experience and eye for detail, Darcy is the newest face on the Platinum line, getting stuck in and learning the ropes in his first week and Luke is at the helm of our emergency services builds, helping lead the team that gets life-saving vehicles out the door.

Three different roles. One united purpose: building vehicles that make a real difference.



Jacob, Darcy, Luke (left to right)

NEW STAFF



Clarence Penaredondo



Michael Nath



Harshilsinh Chauhan



Mitchell Olsen



Cody Short



Jardel Pagani



Jefry Angulo



Soul Rayner

TE TAHI WINNERS



Viv Lovatt
Action Manufacturing



Joe Kyaw
Transcold



David Uele
Fairfax



Rajnil Chand
Freighter



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