

QUIET ACHIEVERS



A Windrose battery electric prime mover pulls a B-double on the Hume Highway. Image: Andy Dorman.

As a relatively new entity on Australia's commercial vehicle sector, Windrose Australia listened to market voices when sourcing the best name in vehicle transportation of its e-truck products – Truck Moves Australia.

A meeting at the country's largest commercial vehicle trade show led to heavy vehicle-moving specialist Truck Moves Australia providing key services for emerging electric commercial vehicle startup, Windrose Australia. The long-haul EV specialist, part of Chinese electric commercial vehicle manufacturer Windrose Technologies, has partnered with Truck Moves Australia to help with its logistic needs as it builds its brand in Australia's highly competitive commercial vehicle

sector. With the paint not yet dry on its head office in Melbourne, Windrose Australia's first engagement with Truck Moves Australia was to provide support at the 2025 Brisbane Truck Show. Windrose Australia Director of Business Development, James Walmsley, says he called on Truck Moves Australia after it had been recommended by several OEMs in mid-2025. "It was a great relief to have them on hand to help. We absolutely couldn't have met the bump in and bump out deadlines without them," James says.

"We have used Truck Moves everywhere for our interstate moves since the Brisbane Truck Show. "It's essential for us as we're a small team. We don't have the resources to tie up teams with those moves. It's critical for our business to have that flexibility." Several moves between Brisbane and Melbourne followed in quick succession resulting in a "couple of laps" of Australia's east coast. These were, however, not without challenges. Immediately following the Brisbane Truck Show Queensland was hit with massive floods impacting the Pacific

Highway in several sections. This meant the Windrose electric prime mover was forced inland via Tamworth. Fortunately, Truck Moves Australia team was able to adapt to the circumstances and find the best route forward to get the delivery completed despite, road closures.

"That's not a big deal for a conventional truck but this was the first time an electric prime mover had been on that route," James says.

"The Truck Moves team were pioneering it for us. We were there to support them for the journey, but we weren't behind the wheel."

The alternate route presented many challenges not in the least the need to charge a four-metre high, eight-metre long, 11-tonne prime mover at charging stations designed primarily for cars in Tamworth — late at night.

"It's a hard job made harder when some of the public stations were unreliable and not working," James recalls.

"Some of them were in shopping centres which had height restrictions. The drivers had to have a fair bit of resilience to work with us on a solution to make sure they could get the truck back. They were really accommodating. They were just great blokes."

Crucially, nothing was too hard for the Truck Moves Australia drivers and according to James Walmsley it was like working with a good mate.

"They were always 'we'll get it done' — 'we'll sort it out'. Without that attitude it would have made a hard job ten times harder. I let their team know afterwards. It's pretty rare to get that kind of feedback these days," James says.

Following some record-breaking tests in New South Wales, in partnership with New Energy Transport and Multiquip, Windrose has commenced B-double evaluations on the Hume Highway with Hume Transport. The application managed low 50s in total tonnage travelling from Albury to Melbourne at 100 km/hr. According to James Walmsley, whose own



A Windrose electric prime mover at a charging station.

Image: Charles Yu.

expectations were greatly exceeded, the Windrose truck arrived ahead of time with 22 per cent state of charge. "We're immediately getting back on the Hume with some other customers we have lined up this time using some single quads which should be interesting and we should see some more efficiency and we're going to test beyond Albury — so let's find out," he says.

"Because the truck can charge in as little as an hour, we think that we can keep pace with the fatigue management rest stops if you're in Holbrook, Tarcutta, Wagga.

"We think we can get a truck there in line with diesel and depending on how much you're paying for energy, if you're filling up your own depot we certainly think we can do it cheaper than diesel." James, who previously worked with Mondo, has an extensive background in emerging market energy projects including hydrogen, virtual power plants, solar battery projects in Australia, offshore wind and nuclear in the United Kingdom, as well as electric vehicles, even the little known electric Commodores that were funded by now defunct Better Place back in 2012.

"Certainly coming from my time working in bus electrification attracting drivers is an increasing challenge for

the whole industry," he says. James thinks the Windrose truck will have an advantage Down Under when it comes to attracting and retaining staff for early adopters of the battery electric technology.

"Of course, it's very hard to measure but certainly drivers love it. They love being the centre of attention," James explains.

"It is very attention grabbing. I know it's a mind-blowing cabin. I'd like to think there is some selling points that will work to advantages of attracting potential work force."

With the Windrose electric truck not a type-approved truck it travels on Australia's roads courtesy of a permit scheme through a special consultant. Hence, there has been little need, just yet, to engage Truck Moves Australia for registering its vehicles.

But that will likely change next year when Windrose brings in a raft of homologated units in Q1 2026. "We most likely will use Truck Moves for registering those vehicles. I can't see a reason why would not," James says. "Again, all the big OEMs are working with them. It's a great credential. We know and trust them.

"We've trusted them with a lot more than registrations this year. So I don't see why we wouldn't." PM