



Image: RAC

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RAC celebrates more than 30 years of roadside assistance with DAFaid

The RAC is celebrating the 50th anniversary and a 32-year contract with the commercial vehicle industry's benchmark roadside assistance programme, [DAFaid](#).

While DAFaid has existed as a scheme since 1974, it has partnered with the RAC since 1992, making DAFaid the RAC's longest-standing business roadside customer.

Since the partnership began, the RAC has built a bespoke 24/7 control centre operation for the DAF customer network. Last year, the control centre handled over 113,000 calls for assistance, up 5.6% on 2022.*

The DAFaid Control Centre also supports DAF's European roadside assistance service, International Truck Service (ITS), assisting more than 1,100 DAF customers whilst operating within the UK.

To mark the scheme's 50th anniversary, the DAFaid team at the RAC's Walsall HQ played 'guess the part' of a DAFaid truck and received a tour of two models: a specialist RAC DAF LF Tilt Slide Recovery Truck, and a New Generation DAF XG 450. DAFaid also provided DAFaid colleagues with hospitality tickets for the Silverstone Classics Festival.

RAC DAF operations manager Sharon Simmonds, who has worked on the DAFaid contract since 1992, said: "It's been a huge honour to be part of the DAFaid team since its early days at the RAC HQ at Walsall, before which it operated above a fish and chip shop in Leeds! Together we have recovered thousands of customers around the clock, from companies such as Sainsbury's and DHL to independent truck drivers working for themselves. From getting a sleeping rhinoceros moving before it woke up, to delivering vaccines during COVID-19, we have a shared ethos to deliver the best outcome for customers which means getting them back on the road quickly and safely."

Andy Mudie, DAFaid and aftersales systems manager at DAF Trucks, said: "DAFaid is a crucial part of the DAF aftersales support provided to our customers, keeping their trucks and trailers moving, and key to helping DAF maintain almost 30 years of UK market leadership. DAFaid relies on over 500 technicians to deliver roadside assistance, although the dedication of the team at the DAFaid control centre, which is provided by the RAC, is no less important – fielding calls and providing updates for drivers, customers and technicians with each and every callout. With the RAC very much at the heart of the programme, DAFaid today is recognised as the UK truck industry's benchmark roadside assistance service."

Notes for the data

*Data taken from DAF Trucks press release: [DAF Trucks leads with 30% share](#)

[of UK truck market](#)

The press office email address is press.office@rac.co.uk and media centre is at media.rac.co.uk. **Please note:** the press office is unable to help with individual customer enquiries - please visit the [RAC contacts page](#) to find the right contact.

About the RAC

The RAC, an iconic UK brand, provides complete peace of mind to nearly 14 million UK private and business drivers, whatever their motoring needs. As well as its premium nationwide breakdown assistance service – with an expert branded patrol workforce attending more than two million breakdowns every year – it offers a wide range of market-leading products across insurance, legal services, vehicle inspections and service, maintenance and repair. Included in this is the first-of-its-kind nationwide Mobile Mechanics service which brings the garage to homes and workplaces.

At the forefront of new solutions for business fleets and consumers, the RAC's breakdown service is electric-ready with mobile EV charging technology and can be called on using [myRAC](#) – the all-in-one route planner, fuel finder and breakdown reporting app.

Visit the [RAC website](#).

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