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Asset Alliance Group to launch free fleet procurement guidebook at CV Show

Asset Alliance Group, specialists in commercial vehicle contract hire, finance and sales, is making its debut at this year's CV Show. The company will be attending in force, with staff from across its four brands – Asset Alliance, Total Reefer, ATE Truck & Trailer Sales and Forest Asset Finance – represented on its stand (3E116) within the Cool Zone.

The Group will use its presence at the show to launch a free guidebook entitled *Smart money: a best-practice guide to fleet procurement* – a no-nonsense booklet aiming to help companies maximise their margin through prudent fleet financing. Authored by the company's senior executives, it also explores the importance of residual values and return conditions – vital considerations for any business leasing or contract hiring its fleet.

Willie Paterson, Group CEO, Asset Alliance Group, says: "This booklet aims to highlight important points to consider when planning fleet procurement, all drawn from the Group's collective industry experience and presented in a straight-talking fashion, free from industry jargon. It's precisely the way we approach business on a daily basis."

The booklet will be available from the Asset Alliance Group stand, and also available to download from the Asset Alliance and Total Reefer websites, from the morning of 26 April 2016.

For more adventurous show-goers, the Group will also be holding a motorsport racing challenge on a purpose-built three-screen simulator, with the driver who sets the best lap time over the three-day event winning a premium motorsport experience. Visitors will also have the chance to meet Aston Martin Racing driver and British GT Champion Jonny Adam, who is sponsored by Asset Alliance Group, and who will be answering questions and sharing tales from the track.

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About the Asset Alliance Group

Asset Alliance Limited was founded by Willie Paterson, former Managing Director of Alliance & Leicester Commercial Finance PLC with investment capital from one of the UK's leading private equity companies, Cabot Square Capital LLP.

In early 2010, a number of senior managers from within the commercial vehicle industry, who share a passion for delivering a high quality service designed to meet the individual needs of customers, were recruited and the company began trading in May 2010.

Sales and administration offices were quickly established in Scotland and then Wolverhampton, where the Asset

Alliance Group was established in 2011 following a merger with ATE Truck and Trailer Sales Ltd, the UK's leader in used trailer and truck sales. In September 2013, the group purchased refrigerated trailer specialist, Total Reefer, and in January 2016 added specialist bus and coach finance intermediary Forest Asset Finance to the group portfolio.

Today Asset Alliance Group is financially robust and accesses its own funds provided by independent investors. With a strong client base, the number of assets under management has grown rapidly in recent years as the group provides flexible finance and funding solutions at times when other lenders are withdrawing such support the industry.

For more information please visit www.assetallianceltd.com

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