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**Asset Alliance Group launches best practice guide to fleet procurement**  
**Stand 3E116, Hall 3, CV Show – 26-28 April 2016**

Asset Alliance Group, specialists in commercial vehicle contract hire, finance and sales, is using its debut at this year's CV Show to launch a free guidebook entitled ***Smart money: a best practice guide to fleet procurement***.

Group CEO Willie Paterson says the publication is designed to help business owners structure their truck and trailer procurement in the most financially and operationally efficient ways possible.

Authored by the company's senior executives, it also explores key topics including capital expenditure allowances, sole supplier sourcing, the dos and don'ts of maintenance contracts, buying new versus used and essential need-to-know information about residual values and return conditions – vital considerations for any business leasing or contract hiring its fleet.

Paterson explains: "This booklet aims to highlight important points to consider when planning fleet procurement, all drawn from our collective industry experience and presented in a straight-talking no-nonsense fashion. It's precisely the way we approach business on a daily basis."

Asset Alliance Group is represented on its stand by the company's four major brands – **Asset Alliance, Total Reefer, ATE Truck & Trailer Sales and Forest Asset Finance**.

The booklet is available free of charge from stand 3E116, and also available to download from the Asset Alliance website at [www.assetallianceltd.com](http://www.assetallianceltd.com).

For more adventurous show-goers, the stand also features a purpose-built three-screen racing simulator, with visitors invited to take part in a shoot-out for the fastest lap time during the event. Visitors will have the chance to meet Aston Martin Racing driver and British GT Champion Jonny Adam, who is sponsored by Asset Alliance Group – plus the lap record holder will win a premium motorsport experience.

## **ENDS**

### **Note to editors:**

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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](http://www.assetallianceltd.com)

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