

1 June 2016

Asset Alliance contract hire deal keeps business relocation experts Harrow Green moving

Asset Alliance has secured a 40-vehicle order from business relocation experts Harrow Green, placing a diverse mix of trucks, light commercial vehicles and minibuses with the company on a five-year full service contract hire agreement.

Asset Alliance, part of the Asset Alliance Group and a specialist in commercial vehicle contract hire, finance, rental and leasing, was first tasked with supporting Harrow Green's removal operations, supplying 13 rigid trucks – six 7.5-tonne DAF LF150s, three 12-tonne DAF LF180s and a trio of 18-tonne DAF LF220s; each specified with a crew cab. A specialist 18-tonne DAF XF with a Space Cab completes the rigid truck order, and will be used for international removal operations.

Bodybuilder Paneltex Transload provided the rigid bodies for all 13 trucks, and each is fitted with a tail lift, to better aid Harrow Green's removal staff.

The order also includes five Peugeot minibuses and 22 Ford Transit light commercials, which will be specifically used to support a Ministry of Defence contract to deliver and collect furniture for soldiers who have service family accommodation. The Transits' Luton bodywork was provided by Truck Craft Bodies, and specified with a tail lift.

Nigel Dews, Managing Director at Harrow Green, says: "It was Asset Alliance's culture of flexibility that really sealed the deal. The company worked closely with us to specify these new vehicles, and challenged us at points to ensure we selected the right trucks for the job. The company's approach to business – open, honest and efficient – proved a perfect match for our own, and the customer service has been continually excellent.

"Another key aspect of the deal is Asset Alliance's ability to arrange maintenance at service providers local to our areas of operation. Our fleet works all around the country, and if technical problems crop up, being able to head to the nearest provider, and not a predetermined chain, is a massive help.

"We expect the full service contract hire agreement to have huge benefits for the company in the long term, in terms of streamlined operations and peace of mind," adds Dews. "Asset Alliance has done a fantastic job thus far, and we're confident that both the vehicles, and the contract, are right for us."

The 40 new arrivals join a fleet of over 80 vehicles at Harrow Green, and will operate around the clock, seven days a week, assisting Harrow Green's specialists as they move everything from files to furniture.

Under the agreement Asset Alliance will retain ownership of the new vehicles, while also shouldering the associated safety inspections, breakdown cover, operational costs, tyre replacements and all maintenance, servicing and repair requirements.

At the end of the agreement Harrow Green will simply return the vehicles to Asset Alliance, avoiding any of the hassles typically associated with used vehicle disposal.

Harrow Green specialises in business relocation services for companies big and small, domestically or internationally. The company also offers technology relocation services, maintains large storage facilities at locations around the country, and can also provide furniture and IT equipment and consumables recycling, document management, scanning and shredding services.

ENDS

Note to editors:

Asset Alliance Group is redefining the way companies acquire commercial vehicles, through its brands [Asset Alliance](#), [ATE Truck and Trailer Sales](#), [Forest Asset Finance](#) and [Total Reefer](#).

The Group occupies a unique position in the market, as it uses its own funds and significant buying power to supply multi-brand vehicles on any combination of contract hire, operating lease, finance lease or hire purchase. This flexibility, combined with a transparent and consultative approach, helps customers drive maximum efficiency from their fleets.

Asset Alliance Group also stands out for maintaining full control of residual risk through its retail arm ATE Truck and Trailer Sales, which protects customers from overly strict return conditions commonplace in the industry. Its modern workshop facilities also keep end-of-life costs to a minimum and provide the opportunity to refurbish vehicles in-house for an additional life in service.

The Group is headquartered in Wolverhampton and was founded in 2010 by Willie Paterson, former Director of Commercial Finance at Alliance & Leicester plc.

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AAG/020/16