

15 June 2016

**John Meikle appointed Business Development Manager at bus and coach finance specialist
Forest Asset Finance**

Forest Asset Finance, part of the Asset Alliance Group and a specialist in bus and coach funding, has appointed John Meikle as Business Development Manager for Scotland.

The financial expert assumes the role after 25 years at HSBC, where he led the bank's asset finance business in Scotland, before taking up more recent roles in commercial and corporate banking.

The role will see Meikle working to develop relationships with bus and coach fleet operators in Scotland, and helping to develop Forest Asset Finance's business structure and service offering.

Commenting on his new position, Meikle says: "Competition in the asset finance business is fierce, but Forest Asset Finance aims to do things differently; approaching each deal from a position of financial strength, and working closely with the customer to meet their bespoke requirements.

"The challenge for me is to ensure that as Forest Asset Finance continues to grow, the company becomes the industry watchword for financial flexibility, quality customer service and forward-thinking business acumen in Scotland, as it is throughout the rest of the UK."

Appointed Head of Asset Finance at Forward Trust Scotland – a subsidiary of HSBC – Meikle moved on to the position of Senior Commercial Manager at HSBC Commercial Banking in January 2000, before moving up to that of Senior Corporate Manager, and finally Corporate Business Development Director in January 2013.

Meikle will be based at Asset Alliance Group's Newmains branch in Lanarkshire.

Asset Alliance Group, specialists in commercial vehicle contract hire, finance and sales, acquired Forest Asset Finance in January 2016.

The group is poised for significant growth and future acquisitions after securing a £75m revolving Asset Based Lending deal led by Royal Bank of Scotland and supported by HSBC – an agreement that strengthens the Group's unique approach to purchasing, refinancing and procuring vehicles for its clients, by using its own funds and buying power to supply multi-brand assets on any combination of contract hire, operating lease, finance lease or hire purchase.

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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