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Yuill & Dodds renews tractor fleet with ‘refreshing’ Asset Alliance DAF deal

Haulier Yuill & Dodds has described the supply of three DAF XF 510 tractor units by Asset Alliance on a three-year full-service contract hire deal as a “refreshing approach” to commercial vehicle financing.

The DAF trio supplied by Asset Alliance and wrapped in the road transport firm’s distinctive blue and red-striped livery will primarily haul waste and recycling loads, five days a week. They were specified with DAF’s Super Space Cab for driver comfort on long-haul trunking routes – a request Managing Director Brian Yuill says Asset Alliance had no hesitation in approving.

“The team at Asset Alliance worked closely with us to specify the right truck for our requirements, down to the smallest detail. It’s that refreshing combination of attention to detail and the company’s excellent customer service that is really making Asset Alliance stand out in the financing market,” says Yuill.

He adds: “Typically, when we talk to financiers, it can be a case of them saying ‘Here’s what we can provide off-the-shelf – do you want it?’. With Asset Alliance, we were able to specify individual aspects of the trucks without any long-winded negotiations. For example, our request for the larger Super Space Cab was no problem – and our drivers more than appreciate the extra room on long-haul routes.”

The Hamilton-based haulier operates a mixed fleet of 85 DAF, MAN, Mercedes-Benz, Renault, Scania and Volvo tractors, plus a mix of walking-floor, ejector and tipper trailers.

As well as weekly waste and recycling deliveries, the three new arrivals will operate on occasional weekends to assist with the company’s supermarket delivery contracts.

“The bespoke, tailored service and maintenance package provided by Asset Alliance has the flexibility we need to meet our own contracts’ changing requirements, which is a vital consideration in today’s competitive marketplace,” adds Yuill. “We need to be able to send our new DAFs to the nearest service centre if anything goes awry, and thanks to Asset Alliance, there’s always a dealership nearby which our drivers can turn to.”

Under the 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 – 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 Yuill & Dodds will simply return the vehicles to Asset Alliance, avoiding any of the hassle typically associated with used vehicle disposal.

Established in 1953, family-run Yuill & Dodds’ more than 100-strong commercial vehicle fleet hauls cargo long-distance all over the UK, providing bulk tipper and palletised transport services, and specialising in contaminated waste disposal.

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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