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ATE Truck & Trailer Sales appoints Tony Allenza as Business Development Manager

ATE Truck & Trailer Sales has appointed Tony Allenza as Business Development Manager, supporting the specialist retailer's goal of making commercial vehicle finance as easy to access as its stock of new and used trucks and trailers.

Allenza brings more than 28 years' experience in the commercial vehicle industry to the role, and will focus on strengthening the links between ATE and its sister companies Asset Alliance – a business that specialises in commercial vehicle contract hire, finance, rental and leasing, and Total Reefer – an expert in temperature-controlled vehicles.

He says: "ATE's customers know they get quality new and used trucks and trailers, but we can offer so much more. Through Asset Alliance we can provide commercial vehicle financing, and through Total Reefer we are linked to the experts in refrigerated trucks. And because we handle everything in-house, we can meet all customers' needs efficiently and without delay."

Allenza's career in the commercial vehicle industry began in 1989 at Keltruck Scania, and includes time spent at Volvo Trucks, Renault Trucks and MAN Truck & Bus.

Before joining ATE Truck & Trailer Sales, he worked for three and a half years as Group Heavy Truck Sales Manager and Key Accounts Manager at IVECO dealer group Guest Truck and Van and Sherwood Truck and Van.

Allenza adds: "My family ran a wholesale import business, so I spent years behind the wheel hauling freight around the country, before turning my hand to sales. I'm thrilled to be working with a company as innovative as Asset Alliance Group."

Allenza, who is married with three children, will be based at ATE Truck & Trailer Sales' headquarters in Wolverhampton.

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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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