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Asset Alliance driving up safety standards by building high spec curtainsiders as standard for its rental fleet

CV Show, NEC, Birmingham, Hall 3, Stand 3D90, 25-27 April 2017

Asset Alliance will showcase a new generation of curtainside rental vehicles at this year's CV Show as part of its commitment to raise safety standards in the truck rental market.

The independent asset finance company has worked with rigid body manufacturer Montracon to build vehicles which meet the rigorous EN12642-XL standard – meaning their curtains will provide a degree of load containment, to reduce the risk of loads spilling in case of an accident.

Other safety features included as standard on new 18 tonne and 26 tonne rental vehicles include: tail-lifts with safety gates; parking sensors; yellow locking wheel nuts; red seat belts and handbrake voice warning systems, to help prevent vehicle rollaway incidents.

Commercial Development Director Dave Potter, said: "As a rental business we are pushing the boundaries of safety to a new level.

"We have developed this vehicle with Montracon and we are now building to this specification as standard, which is something we are not aware other rental providers are doing.

"It has been engineered to be one of the safest heavy rigids on the market. Yes, there are greater costs associated with it, and rental companies don't normally do it, but we believe it is the right standard to have on vehicles to protect the safety of the general public and the driver.

"We are setting a benchmark with our new rental fleet and are committed to driving up safety standards and the reputation of the industry."

Last year, Asset Alliance invested £20 million in its newly launched Flexi-Hire division, which offers flexible medium and long-term rental packages.

The funding secured a mixed fleet of more than 250 DAF and Mercedes-Benz tractor units and rigid trucks, together with 100 new sliding bogie skeletal trailers, double deck temperature-controlled trailers and curtainsiders from Dennison and Montracon.

Potter added: "It made sense for us to offer a rental proposition as many customers take on contractual work for shorter periods.

"Our commitment to safety means customers can operate high-spec commercial vehicles certified to the highest standard, without committing to a longer, fixed-term contract hire package or waiting for new vehicles to be built."

The Flexi-Hire division's expansion complements Asset Alliance's contract hire, leasing, financing and sales work, and sister company Total Reefer's specialism in temperature-controlled vehicles.

The business has bases in Wolverhampton, Ringwood and Newmains in Scotland.

Asset Alliance's rental vehicle will be on display at the Commercial Vehicle Show from April 25-27 in Hall 3, where the Asset Alliance Group will be exhibiting on stand 3D90.

ENDS

Note to editors:

Asset Alliance Group is redefining the way companies acquire commercial vehicles, through its brands [Asset Alliance](#), [ATE Truck & 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 & 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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