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Asset Alliance wraps up JHP Transport 10th anniversary trailer deal

Lanark-based haulier JHP Transport has marked a decade in business by expanding its fleet with a pair of eye-catching anniversary edition SOR refrigerated trailers, supplied by Asset Alliance on a five-year hire purchase deal.

The custom-wrapped tri-axle reefers are the first SOR-manufactured imports delivered by Asset Alliance under a new agreement that sees parent company Asset Alliance Group stock the Spanish products at both its Wolverhampton headquarters and Newmains office in Scotland.

Jim Prentice, Managing Director at JHP Transport, says: "It's an important time for our business as we mark a decade since we started operating. We've been really impressed with the SOR trailers and the customer service we've had from Asset Alliance; they've shown a genuine interest in our business, and ensured we have the right fleet for our needs."

JHP Transport's SOR reefers will operate on scheduled, long-distance delivery runs throughout the UK and Europe, and join a fleet that collectively handles more than 300 deliveries per week.

Willie Paterson, Managing Director of Asset Alliance Group, says: "It's been a pleasure to help JHP Transport celebrate an important business milestone, and support their business expansion with these two reefers in custom liveries."

He adds: "Having SOR trailers as part of our product range strengthens our ability to build flexible, tailored financing packages that meet all our customers' requirements."

SOR reefers are available on hire purchase or contract hire with Asset Alliance, or for outright purchase via sister company ATE Truck & Trailer Sales. The Spanish-made trailers are also being offered for medium to long-term rental agreements through Asset Alliance Group's Flexi-Hire division.

Built to a bespoke specification, the tri-axle SOR reefers feature either Thermo King or Carrier Transicold cooling units, and five-layer insulation in their bulkhead walls. The trailers' robust construction includes lightweight materials to provide the lowest possible unladen weight, ensuring maximum payload.

Established in 2007 by James Hamilton Prentice, JHP Transport has grown into a fleet relied upon and recognised around the country by its distinctive livery, which is emblazoned with both the Union and Saltire flags.

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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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