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Forest Asset Finance appoints Alan Dale as Corporate Development Manager

Forest Asset Finance has appointed Alan Dale as Corporate Development Manager, to extend its competitive and flexible finance offer to a wider cross-section of bus and coach operators throughout the UK.

Alan, who has most recently been Commercial Director for Arriva Bus & Coach, has more than 20 years' experience which includes truck and van sales, so will also help develop the company's diversification as it offers finance beyond its original sectors.

He said: "Forest Asset Finance is in an exciting development phase as it seeks to broaden its bus and coach customer base.

"The company is also providing its same brand of flexible finance for other businesses, which could be investing in anything from a bigger commercial fleet to spending more on facilities.

"Both of those growth areas fit well with my experience, so this new role felt like a perfect match. I'm delighted to be joining the team."

Alan is married with two children and is based in Newcastle. His career in the commercial vehicle industry began in 1995 at Bell Truck Sales, and includes sales and management roles in the UK and Middle East with DAF, Mercedes-Benz, Scania and Renault.

Forest Asset Finance was acquired by Asset Alliance Group in January 2016 and provides competitive bespoke finance through multiple lending institutions, both national and international.

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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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