

NEWS RELEASE

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Steve Stanton to steer new traffic management division at Asset Alliance

Asset Alliance has appointed Steve Stanton, 58, as Head of Sales for its new Total Traffic Management division, with responsibility for one of the most comprehensive traffic management vehicle fleets in the country.

Stanton brings a wealth of experience within the commercial vehicle contract hire and leasing sector to the new role, joining Asset Alliance after nine years at Alltruck PLC – including the last two years as Sales Director. Prior to 2009 he was at Hill Hire for eight years, responsible for the company's sales operations in the Midlands.

In his new role with Asset Alliance, Stanton will be based at the company's head office in Wolverhampton and responsible for directing all sales and business development activities for the division, reporting to David Potter, Commercial Development Director.

Total Traffic Management was launched by Asset Alliance in June 2017 following a £3m investment to acquire more than 170 specialist vehicles leased to customers by Hull-based bodybuilder Martin Williams. The new division gives operators access to a modern fleet of predominantly 3.5, 7.5, 18 and 26-tonne vehicles, equipped for all aspects of traffic management including cone laying and collection, workforce protection and vehicle signposting.

Stanton says: "This is a really exciting new venture for Asset Alliance, and it's fantastic to be involved in the operation from day one.

"We've acquired one of the best traffic management fleets in the business, and we're ready to invest in new vehicles to meet demand. Crucially, this means firms in this niche sector can now benefit from Asset Alliance's significant purchasing power and intelligent fleet management systems to help them reduce operating costs, ensure compliance and maximise fleet safety."

Asset Alliance's independence means its new division can offer fleets access to a full range of commercial vehicles, equipped for any traffic management application. Vehicles can be supplied on a wide range of flexible and competitive finance options, including contract hire, hire purchase and medium- to long-term rental.

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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