

NEWS RELEASE

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Asset Alliance appoints John Harris as Aftersales, Procurement and Productivity Manager

Asset Alliance has appointed John Harris in a new role as Aftersales, Procurement and Productivity Manager to ensure customers receive the highest standard of support from its service partner network.

Harris will work closely with Asset Alliance's repair and maintenance partners, as well as parts and tyre manufacturers, to optimise customer experience, and to ensure first-rate products and performance.

He is also well placed to provide strategic advice to Asset Alliance's fleet customers, having spent 26 years at Enterprise Flex-E-Rent, formerly Burnt Tree Vehicle Rental, most recently as Fleet Compliance Manager.

Reporting to Asset Alliance's Commercial Development Director, Dave Potter, Harris says: "Asset Alliance is a relatively young business with an enviable client list. My focus is on ensuring long-term customer satisfaction, so we can ensure we have the highest levels of repeat business in the sector.

"We have a great network of partners we work with, and I am looking forward to strengthening our relationship with them as a group and individually, for the good of the customer and for both our businesses."

He adds: "This is a really exciting opportunity for me, and a role in which I can really make a difference."

Harris, a married father-of-one, is based at the commercial vehicle asset finance and leasing company's head office in Wolverhampton.

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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