

## NEWS RELEASE

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**Asset Alliance Group extends its work with Morgan McLernon and Culina**

Asset Alliance Group has supplied 50 Schmitz Cargobull refrigerated trailers to the joint venture between Morgan McLernon and Culina Group, as an extension of its existing rental and contract hire work with the logistics experts.

The deal, from the Group's ATE Truck and Trailer division, was secured through a combination of customer confidence in the commercial vehicle and finance provider, trailer availability and competitive pricing, further raising Asset Alliance Group's profile as a one-stop shop for fleet customers.

Mark Matkin, Culina Group Fleet Manager, says: "The existing relationship between Morgan McLernon and Asset Alliance Group is strong and we were confident they would be able to support us as we extend our fleet."

He adds: "We were impressed that they had exactly the models we needed in stock, and that we were able to secure competitive prices."

All 50 trailers have been specified with a mix of Carrier Transicold Vector 1950 MT and Thermo King SLXi 2 S3 refrigeration units.

ATE Truck and Trailer Sales' Business Development Manager, Tony Allenza, says: "We have successfully worked with Morgan McLernon for a number of years for rental and contract hire, so we are delighted to now also be a supplier to the Culina Group.

"The fact we hold a lot of new stock and can offer truly competitive pricing give us a real advantage in terms of sales, and we can also offer used trucks and trailers, and finance packages tailored to exactly what the customer needs."

Culina Group is comprised of five business units including Culina Logistics which provides chilled and ambient transportation of food and drink brands, including Unilever, Vimto, Alpro, Jägermeister, Innocent and Gü. It also provides warehousing, distribution, contract packing and a series of value added solutions.

Morgan McLernon is now the largest haulage operation in Northern Ireland and the Republic of Ireland, and specialises in frozen, chilled and ambient storage and distribution, delivering goods to all major supermarkets.

**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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