

NEWS RELEASE

15 May 2018

Asset Alliance boosts its fleet offer with £35 million investment in Mercedes-Benz

Independent finance and leasing specialists Asset Alliance is expanding its vehicle stock with a £35 million order of more than 430 Mercedes-Benz trucks from City West Commercials.

The major investment underlines Asset Alliance's confidence in the market and strengthens the company's position as one of the fastest growing finance and leasing businesses in the UK.

All of the new vehicles are Actros models – a mix of tractor units and rigids including reefers – and 80 are already with customers. The rest will be delivered throughout 2018.

Managing Director of Asset Alliance, Dave Potter, says: "Mercedes-Benz is an aspirational product to drive and the feedback we have from our customers about the fuel-saving and performance means we want to offer more customers the opportunity to have these vehicles on their fleets.

"We have worked closely with City West Commercials to make this happen and it has been a very successful experience. It has been a huge investment for us, and also one of the largest orders in any one year for City West."

Commenting on the deal, Paul Ridout, City West Commercials Truck Sales Director, says: "We are proud to be working with such a forward-thinking company as Asset Alliance. The latest order demonstrates a real commitment to high quality service and for such a young company in the market, it's clear to see that the team has a real dedication to providing an excellent vehicle leasing experience for its customers."

Based in Wolverhampton, with depots in Ringwood, Hampshire and Newmains in Scotland, Asset Alliance uses its own funds to provide a wide range of multi-brand commercial vehicles to customers across the UK, offering contract hire, finance, rental and leasing.

The business is renowned for its flexibility in tailoring vehicles and contracts to suit individual customer requirements.

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.

For further information, please contact:

Lucy Pitcher or Rebecca Gleave at Garnett Keeler PR

Tel: 020 8647 4467

Email: lucy.pitcher@garnettkeeler.com or rebecca.gleave@garnettkeeler.com

AAG/183/18