

NEWS RELEASE

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Asset Alliance builds 'life-saving' 3.5 tonne Urban Crash Cushion demonstrator

Asset Alliance has extended its traffic management offer by building its first 3.5 tonne Urban Crash Cushion demonstrator, designed to offer increased protection to roadworkers on slower carriageways.

Crash tested to 43 mph, the Verdegro Light Truck Mounted Attenuator (LMTA) is fitted to an IVECO Daily 7-person crew-cab chassis and has an 830kg payload capacity. It can also be specified on a medium wheelbase Mercedes-Benz Sprinter with standard cab, offering a 950kg payload.

It is ideally suited for use by local authorities, utilities companies and event management businesses that need to shield workforce and the public.

Asset Alliance's dedicated demonstrator is now available for fleets to trial nationwide – and the company has build slots confirmed for additional vehicles in July.

Steve Stanton, Head of Sales for Traffic Management at Asset Alliance, says: "Safety is always our number one priority which is why the 3.5 tonne Urban Crash Cushion is such an important addition to our fleet.

"It is highly visible so reduces the risk of any collision in the first place. However, should the worst happen, it offers an additional level of protection which will significantly reduce injury."

He adds: "Legally, crash cushion vehicles are only required on motorways and high-speed roads. We believe they should be used on all roads, as they have such huge life-saving potential."

The Urban Crash Cushion conforms to NCHRP 350 standards and can also be fitted to larger vehicles up to 7.5 tonnes. All vehicles come equipped with a mini light arrow board which can direct road users left or right.

Asset Alliance will be introducing the 3.5 tonne Urban Crash Cushion at the APSE Scotland Fleet, Waste and Grounds services seminar 2018, Aviemore, from 15th – 18th May.

The team will also be demonstrating the vehicle at a series of roadshows at IVECO dealers throughout June, July and August.

The traffic management division of Asset Alliance was launched in June 2017 and has access to a full range of commercial vehicles, equipped for any traffic management application.

Asset Alliance Group, which operates independently of any bank, can offer more flexible financing packages than conventional finance houses and provides a wide variety of options from contract

hire and hire purchase, to medium and 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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