

NEWS RELEASE

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Asset Alliance Group springs in to action for top bed business

The UK's leading bed specialist, Dreams, has updated its fleet with a £2.5 million order from Asset Alliance Group.

The deal includes 25 curtainsiders, 25 box vans and three double deck trailers – all manufactured by Montracon and taking Dreams' total fleet to 137 assets.

Asset Alliance Group has been working with Dreams for more than a year, providing tractor units and trailers on a contract hire basis through its Asset Alliance division.

When the customer decided to buy 53 new trailers outright, Dreams' Fleet Controller Nick Lawrence was keen to harness the same expertise and competitive pricing.

He says: "Buying new trailers is a very large financial investment for Dreams, but I knew Asset Alliance Group would make the process easy.

"Over the last 12 months we have seen how dedicated the team is at finding the most cost-effective option for our business on a contract hire basis.

"We were confident their expertise in the market would also get us the best purchase package and we're very pleased with the result."

Asset Alliance Group identified and sourced the best trailers for Dreams' requirements, and its sister business Forest Asset Finance provided funding support.

The new trailers operate from the Wednesbury depot and deliver on a full schedule between 4am until midnight. The Dreams fleet, which comprises 103 trailers and 34 trucks, covers a total 2.2 million miles every year.

Headquartered in High Wycombe, and employing 1,950 employees across the UK, Dreams sells 11,500 mattresses, bases and headboards each week to customers nationwide.

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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