

## NEWS RELEASE

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### **Asset Alliance wins first order from Scottish haulier Woody's Express**

Asset Alliance's flexible approach to contract hire, excellent customer service and quick delivery times have been hailed by Scottish haulier Woody's Express, following delivery of three new DAF 6x2 tractor units and five new Montracon tri-axle trailers on a three-year, full-service agreement.

The Isle of Lewis-based firm found the rapid sourcing of replacement vehicles and trailers, combined with the versatile financing options offered by Asset Alliance – a specialist in commercial vehicle contract hire, finance, rental and leasing – allowed for a seamless transition between old and new assets.

Each of the DAF XF tractors – the reigning International Truck of the Year 2018 – benefit from the premium Super Space Cab and have been liveried in the company's distinctive blue, orange and white colours. Together with the five trailers, they will run from depots in Stornoway, Inverness and Uddingston on the outskirts of Glasgow.

The new assets will be part of the trunking service that carries out daily runs between the three sites, delivering anything from packages, parcels and pallets to furniture and domestic appliances.

Owner of Woody's Express, David Wood, says: "This is the first time we have worked with Asset Alliance and we've been really impressed by the quality of service they deliver. Being able to source new vehicles and have them on the road swiftly is important to us; and Asset Alliance's ability to tailor a full contract hire solution around our precise fleet requirements was a real benefit."

Under the full-service contract hire agreement, Asset Alliance will retain ownership of the new vehicles and trailers, while undertaking all safety inspections, maintenance, servicing and repair requirements. The contract also includes comprehensive roadside assistance and tyre cover.

Wood has been so impressed with the ease of structuring the deal, the convenience of a fixed monthly payment plan and the full-service support package, he expects to contract hire further vehicles via Asset Alliance in the near future.

At the end of the agreement Woody's Express will simply return the vehicles to Asset Alliance, avoiding any of the hassles normally associated with disposing of used trucks and trailers.

Established in 1986, Woody's Express runs a fleet of six tractor units and six trailers, plus 32 smaller vans on last mile operations. Its network of strategically placed depots enables the company to offer competitive prices for deliveries to and from the Scottish Highlands and islands, as well as delivering to the Central Belt of Scotland, and internationally through a network of subcontractors.

## 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:

Tony Campbell or Rebecca Gleave at Garnett Keeler PR

Tel: 020 8647 4467

Email: [tony.campbell@garnettkeeler.com](mailto:tony.campbell@garnettkeeler.com) or [rebecca.gleave@garnettkeeler.com](mailto:rebecca.gleave@garnettkeeler.com)

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