

NEWS RELEASE

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Asset Alliance Group provides funding for a mix of vehicles for new logistics business

Asset Alliance Group's flexibility in providing new and used trucks and trailers for sale and lease has played a crucial role in helping the launch of new chilled and ambient logistics provider Romac Logistics.

The Group's commercial vehicle funding division, Asset Alliance, supplied the Manchester-based company with 10 new Mercedes-Benz Actros 450 Big Space tractor units and 10 new Gray & Adams multi-temp trailers on a three-year, operating lease with repair and maintenance support.

While its sales arm, ATE Truck and Trailer Sales, provided Romac Logistics with eight used Schmitz Cargobull single-temp trailers.

Owner of Romac Logistics, Rob McAdoo, says: "All the team at Asset Alliance Group were incredibly easy to deal with and they were very keen to support us as a new business.

"The overall package they offered was by far the best in the marketplace, and the fact they arranged such a competitive finance package so quickly and sourced the mix of used and new vehicles we needed was so important to us."

Romac Logistics' assets will be used to move chilled and ambient goods from the company's Leeds depot across the UK for contracts with several major UK manufacturers and retailers.

Asset Alliance's repair and maintenance package means Romac Logistics pays an agreed monthly fee for support services, which covers all running, servicing and MOT costs for the units over the lifetime of the contract.

McAdoo adds: "We are already looking to expand our operation further with Asset Alliance Group before Christmas. The service has been excellent so far and the Group stands out as an organisation that's creative, flexible and adaptable in its approach."

Romac Logistics is a family-run business, offering British Retail Consortium-accredited storage and warehousing and primary and secondary transport through own fleet national distribution.

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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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