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### **Container specialist Cardiff Container Link expands fleet with Asset Alliance Group**

A combination of competitive pricing, fast delivery times and outstanding service has seen Asset Alliance Group win a new supply contract with container haulage experts, Cardiff Container Link.

The deal, to supply five new DAF XF 530 tractors on a two-year, full maintenance contract hire basis, was part of a tender issued by Cardiff Container Link – a business that moves up to 400 containers each week to all major ports in the UK.

Asset Alliance Group beat four competitors to secure the initial work, which is set to extend given the team's impressive performance in the early stages.

Procurement, Transport and Compliance Manager for Cardiff Container Link, Brian Nicholls, says: "Asset Alliance Group put together the most competitive deal with the fastest turnaround and the sales team bent over backwards to help us in every way, even ensuring light bars and livery were added to the units just before delivery when our usual supplier let us down.

"Within 24 hours of signing the paperwork, we had delivery dates for the new units and now they are in service, customers have already commented on how smart they are.

"The full repair and maintenance support package makes forward planning and budgeting simple, and the contract hire terms give us the flexibility to upgrade again in two years' time."

Nicholls adds: "We are an ambitious family business with a personal touch. Asset Alliance Group has the same ethos and together we believe we can continue to grow our fleet."

The five new vehicles take Cardiff Container Link's total fleet to 13 – all DAF tractors, chosen for fuel economy and comfort.

**ENDS**

#### **Note to editors:**

Asset Alliance Group has redefined the way companies acquire commercial vehicles and 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, 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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