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### **Cross Transport's Amazon fleet supported by new order with Asset Alliance Group**

Asset Alliance Group has delivered a fleet of 56 new tractor units to Cross Transport, for operation on its contract with leading e-commerce business, Amazon.

The full-service contract hire deal, valued at approximately £4.5 million, sees the supply of a new fleet of DAF XF tractors with Super Space Cabs, replacing older assets.

Dean Cross, Managing Director at Cross Transport, says: "This is a substantial order for a key part of our business, and we're very pleased to have Asset Alliance Group's support.

"In the time we've worked together, they've shown they understand our business needs perfectly. Initially, the Amazon contract required a bigger fleet – and fast – and Asset Alliance Group came through and delivered."

Each new DAF is expected to cover 140,000 kilometres annually, with the contract hire agreement including all safety inspections, maintenance, servicing and repairs – covered by a single monthly payment. They will support Cross Transport's contract with Amazon, delivering customer orders throughout the UK and Europe from its Nuneaton depot.

Karl Starkey, Transport Manager at Cross Transport, adds: "We've enjoyed a smooth relationship with Asset Alliance Group since we started working with them two years ago. They are always on hand to help and are one of the best asset finance companies I've worked with."

Commenting on the latest order, Dave Potter, Managing Director at Asset Alliance Group, Contract Hire and Leasing, says: "Our work with Cross Transport is the perfect example of how we can provide tailored packages to suit specific needs, fleets and contracts, and how our customers can benefit from our independence and flexibility when it comes to acquiring trucks.

"It is also a relationship that has grown over the years which is important as we pride ourselves on becoming a trusted and long-term partner for all our customers."

Established in 2010, West Midlands-based Cross Transport offers general haulage services for customers throughout the UK, including Tarmac, DB Schenker and GEFCO.

**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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