

17 June 2019**International distribution specialist Transol Logistics expands fleet with
Asset Alliance Group**

Asset Alliance Group has won a new business contract with road, sea and air transport distribution provider, Transol Logistics, due to its ability to deliver exemplary service, quick turnaround times and competitive pricing.

The deal, to supply seven new DAF XF 530 tractors on a two-year, full maintenance contract hire basis, was the result of a competitive tender from the Coventry-based logistics provider, which was looking to expand its nationwide fleet.

Asset Alliance Group beat two competitors to secure the new business, which Transol Logistics is already looking to extend.

Director for Transol Logistics, Tony Rishi, says: "Asset Alliance Group had the right units, at the right price and they were readily available. It was the service and availability of an impressive range of vehicles to choose from that really made them stand out.

"The new, liveried tractor units were in service just weeks after we had signed the paperwork and the sales team kept us fully updated throughout the whole process.

"The full repair and maintenance package gives us complete peace of mind and Asset Alliance Group's mobile support network will save us significant time and money as most servicing and maintenance will now be carried out at our depots and not just at local dealerships as before.

"The single monthly bill also makes financial planning quick and simple, and the contract hire terms give us the option to upgrade the fleet again in two years' time."

Transol Logistics offers freight transport services throughout the UK and into mainland Europe. With sub-depots in Glasgow, Leicester, Northampton, Stockport and Poland the new units will be used for delivering items 24/7 for same day pick-up and delivery and weekly trunking throughout the UK.

Rishi adds: "We are already planning to expand our mixed fleet further in the coming months and Asset Alliance Group will definitely be the first company we will be contacting."

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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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