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Reed Boardall grows double-deck fleet with Asset Alliance Group

Asset Alliance Group has won a new contract worth £3 million for 32 new double-deck refrigerated trailers with Reed Boardall, which operates one of the largest double-deck fleets in the country.

Operating out of its Boroughbridge site, twelve 13.6 metre tri-axle double-deck Gray & Adams reefers join a 300-strong trailer fleet, with an additional order of 20 to join later this year. The new additions will be completing round the clock deliveries of frozen food.

Each trailer has been supplied on an operating lease contract, meaning Reed Boardall will manage its own vehicle maintenance, servicing and tyre management, whilst Asset Alliance Group will fund the finance of the vehicles for the seven-year contract.

The new additions mark an ongoing investment from Reed Boardall to upgrade its fleet and extends a longstanding working relationship between the two companies.

Graeme Richardson, Reed Boardall Managing Director – Transport Division, says: “We work our fleet intensively, so it’s essential we use trusted suppliers who meet our high standards when it comes to all aspects of our vehicles.

“Asset Alliance Group takes away the headache of coordinating the financing of the fleet, plus the nature of an operating lease means we know precisely what each trailer will cost per month for the duration of the contract. They are fully committed to supporting us and understand exactly what we need from a supplier.”

Paul Wright, Sales Director at Asset Alliance Group, adds: “We’re proud of the working relationship we have built with Reed Boardall over the years. This latest fleet investment is testament to the ongoing trusting partnership.”

Established as a family business in 1992, Reed Boardall is one of the largest temperature-controlled food distribution businesses in the UK, storing and delivering frozen food into some of the UK’s best-known supermarkets.

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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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