



NEWS RELEASE

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Hanbury Riverside relocates in response to customer demand

Premium used commercial vehicle specialist, Hanbury Riverside, has extended its reach by moving to a two-acre site near Ipswich to manage increasing demand for high spec, low mileage stock.

The business, which was acquired by Asset Alliance Group last year, has a new sales office, an improved workshop and four times as much land at its new base in Capel St Mary, which offers easy access to the A12 and A14.

It is hoped the new strategic location, close to London Stansted Airport, will also prove helpful for the high numbers of customers who buy trucks online, and fly in from Ireland, Scotland and Europe to collect the vehicles.

The new site also places the business closer to customers in the East and South East of England, moving stock between the busy container ports of Felixstowe and Tilbury Docks, and into London.

Hanbury Riverside Director, Lee Smith, says: "We are dealing with increasing demand and a growing customer base, so this is an exciting and significant move that will enable us to better meet customer requirements.

"We have a reputation for providing our customers with the best quality stock and the highest standards of service. These new facilities give us a solid foundation for our existing model, as well as huge potential to broaden our offer to include rigid vehicles as well as contract hire and fleet management. We have an exciting couple of months ahead of us as we start to see everything come together."

He added: "We are also approaching our 40th anniversary as a business so moving to a much bigger site feels like a fitting celebration ahead of that milestone."

Established in 1982, Hanbury Riverside is one of the most successful independent truck dealerships in the UK and has built a formidable reputation, primarily for selling high spec tractor units, between one and three years old.

Formerly based in West Thurrock, it was acquired in 2018 by Asset Alliance Group, the UK's fastest growing commercial vehicle contract hire, fleet management, leasing and rental company.

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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

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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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