

**7 November 2019****Valley Finance acquisition expands Asset Alliance Group's Bus and Coach Division**

Asset Alliance Group has strengthened its presence in the bus and coach sector by acquiring Valley Finance, with owner and Director Tim Thornton joining the bus and coach division's senior team.

Thornton has more than 30 years' experience in asset finance, including providing funding for some of the UK's major bus and coach operators. He originally set up Valley Finance in 2004.

It is believed the move makes Asset Alliance Group the largest independent funder in the bus and coach sector, providing support with all aspects of leasing and finance.

Willie Paterson, CEO of Asset Alliance Group, said: "We are excited about joining forces with Valley Finance and this is an important next step for the Group.

"Our team has known Tim for many years and by combining our skills and experience we have strengthened our position as an outstanding specialist funder. Our bus and coach division, led by Michael Bycroft, now has huge potential to broaden its product portfolio and service offering."

The latest deal comes three years after Asset Alliance Group first secured a strong foothold in the bus and coach sector by acquiring Forest Asset Finance.

Thornton said: "The team at Asset Alliance Group share my values and principles, so this is a fantastic opportunity for us to grow the overall bus and coach business, while maintaining business as usual for my existing client base."

**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 truck, trailer, bus and coach 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.

The Group operates across four UK sites and is headquartered in Wolverhampton. It was founded in 2010 by Willie Paterson, former Director of Commercial Finance at Alliance & Leicester plc.

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