

18 December 2019**Asset Alliance Group supports further fleet expansion by PJH**

Asset Alliance Group has supplied two new DAF XF 530 tractor units and eight 3.5 tonne Renault Maxi Low Loaders to bathroom and kitchen specialist PJH, as part of continued support to help the business modernise and grow.

The new contract hire agreement follows last year's multi-million pound investment by PJH in 63 new Euro 6 trucks, and sees the team benefiting from Asset Alliance Group's full repair and maintenance support, which includes all safety inspections, maintenance, servicing and repairs.

PJH's Transport Manager, Shaun Berry, says: "We have a strong relationship with Asset Alliance Group and we were confident in their ability to provide what we need as we continue to extend our fleet. They are always very flexible, and always give good advice when it comes to making our operation even more efficient and reliable."

In 2018, Asset Alliance Group supplied 63 new Euro 6 trucks to PJH which are based at its distribution centre in Cannock, Staffordshire and its warehouse in Walkden, Manchester.

Berry adds: "Asset Alliance Group were one of a number of suppliers that we negotiated with when we were changing our fleet. The support and guidance they offer when choosing new and different vehicle types for our operation differentiates them from the rest and gives us complete confidence we are working with exactly the right supplier."

As one of the UK's largest suppliers of bathrooms, kitchens and appliances, PJH distributes its extensive range of products across the UK via a number of channels to reach the end-consumer including major retailers, local independents, merchants, developers, and national and regional housebuilders.

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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