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### **DCP Haulage looks to Asset Alliance Group to provide latest fleet innovation from Mercedes-Benz**

Asset Alliance Group has extended its relationship with DCP Haulage after supplying the Southampton-based business with a 2019 Mercedes-Benz Actros.

The flagship 44-tonne tractor, supplied on a 36-month contract hire agreement, is fitted with MirrorCam, which replaces the traditional exterior rear-view mirrors, projecting footage from external mounted cameras on two 15-inch displays inside the cab.

Asset Alliance Group secured the DCP Haulage deal, which was put out to competitive tender, through a combination of pricing and flexible deal terms.

Director of DCP Haulage, David Price, says: "We've worked with Asset Alliance Group for a number of years and we always look to them when we are looking to grow or upgrade our fleet. We knew the exact spec of truck we wanted and they were able to meet our needs, at the best price."

He added: "The ongoing support and guidance we receive from the team is invaluable and they are regularly checking in to see how we are doing and if there is anything further we need which is very much appreciated."

The Actros will be in operation on weekdays delivering containers of goods, including cars and machinery, throughout the UK. Asset Alliance Group will retain ownership of the vehicle, taking on all associated costs, including full servicing, maintenance and repairs, safety inspections, tyre replacement, and providing emergency roadside assistance.

Established five years ago, DCP Haulage is a family-run business, and among the first in the UK to operate the mirrorless truck, which was named International Truck of the Year 2020 by a jury of commercial vehicle journalists who consider it to have made the greatest contribution to road transport efficiency over the past 12 months.

As well as improved all-round visibility, the Actros offers enhanced aerodynamic efficiency and is said to be paving the way for autonomous driving. The Actros also comes with an innovative multimedia cockpit, which delivers a better working environment for the driver and increased ease of operation.

**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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