

**30 January 2020****Poundstretcher spends with flexible and well-reputed Asset Alliance Group**

Asset Alliance Group has secured its first full-service contract hire deal with popular high street store, Poundstretcher, supplying 10 new 26-tonne DAF CF rigids featuring rear-steering axles and Space Cabs, following a competitive tender.

The discount retailer shortlisted Asset Alliance Group after a recommendation from an existing customer and awarded the contract to the commercial vehicle specialist based on the quality of its offer.

Transport consultant for Poundstretcher, Nick Mackay, says: "We started looking for some new vehicles for our fleet and Asset Alliance Group came highly recommended. After discussions with several contract hire providers, they were the clear stand out for us.

"Their approach to business is open, flexible, with a can-do attitude which is a perfect match for our own. The customer service we've received from the moment of our first enquiry has been excellent, and we are already looking forward to continuing our relationship with the team."

The new vehicles, which have been supplied on a five-year deal, join the business' 100-strong fleet of trucks and trailers and will be in operation every day, carrying out retail store deliveries and backhaul.

Each fully liveried asset has a box body, tail-lift, full safety gates and a sleeper cab, and has also been fitted with on-board telematics for tracking and fleet optimisation.

Mackay adds: "We work our fleet seven days a week, so we need a supplier that meets our high standards to ensure we enjoy the maximum possible uptime. With Asset Alliance Group we are confident we will be getting the best possible service."

Poundstretcher will benefit from Asset Alliance Group's comprehensive full-service contract hire offering, which includes all safety inspections, maintenance, servicing and repairs, plus tyre cover and full roadside assistance.

Established in 1981, Poundstretcher is a major variety discount retailer for quality food, toiletries, garden essentials and homeware brands. The business employs more than 6,000 staff nationwide and has in excess of 450 stores.

**ENDS****Note to editors:**

Asset Alliance Group Head Office

Asset Alliance Ltd, Edwin House, Boundary Industrial Estate, Stafford Road, Wolverhampton, WV10 7EL

Tel: 01902 625330

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.

For further information, please contact:

Lois Spall or Lucy Pitcher at Garnett Keeler PR  
Tel: 020 8647 4467

Email: [lois.spall@garnettkeeler.com](mailto:lois.spall@garnettkeeler.com) or [lucy.pitcher@garnettkeeler.com](mailto:lucy.pitcher@garnettkeeler.com)

AAG/459/20