

**19 March 2020**

**New Sales Director appointed for Asset Alliance Group's Used Truck and Trailer sales division**

Commercial vehicle specialist Asset Alliance Group has appointed Brian Kempson as Sales Director to maximise opportunities and extract the full value from every truck and trailer.

Kempson brings more than two decades of industry expertise to Asset Alliance Group, having been Managing Director of Mercedes-Benz dealer Road Range Ltd for 18 years, before merging the dealership with Enza Motors Stoke in 2014 to create the £160m truck and van business Roanza.

In his new role as Sales Director, Kempson will work to further develop Asset Alliance Group's sales propositions and remarketing capabilities, ensuring the continuous availability of quality new and used vehicles.

Kempson, who will be based at head office in Wolverhampton, says: "I'm passionate about getting the best life out of used assets and Asset Alliance Group's unique business has so much potential.

"I will be working to link up our contract hire, leasing and finance functions with the sales and rental side of the business, where there is huge opportunity for us to give customers incredible value for money."

He adds: "I was attracted to the role by the senior team's expertise and their appetite to develop and grow the business, and I'm looking forward to getting going and being a part of it."

Asset Alliance Group is one of the UK's largest independent retailers of new, nearly new and used commercial vehicles, and 2020 marks its tenth year in operation.

The Group maintains a large stock of used assets, including premium, single-owner and low-mileage options at its three UK sites in Wolverhampton, Newmans in Scotland and Hanbury Riverside in Ipswich.

**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.

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/481/20