

18 November 2020**Quality service and competitive pricing sees Asset Alliance Group work with Trans Haul**

Asset Alliance Group has won a deal to supply eight new DAF XF530 tractor units to Trans Haul after impressing the Dunstable-based logistics specialists by providing value and attention-to-detail.

The new vehicles, which replace older models, are being supplied on a four-year full-service contract hire agreement and join a 50-strong fleet transporting a range of FMCG consignments across the UK seven days each week.

Asset Alliance Group beat two competitors to secure the business, which could be extended further in coming months.

Managing Director at Trans Haul, Nigel Machado, says: "After discussions with several contract hire providers, Asset Alliance Group really stood out for us. We approached them with what we were looking for and they came back with a higher spec vehicle that still fitted within our budget. That made our decision very easy.

"The quality of service we have received from them throughout the whole process has been second to none. Their attention-to-detail and excellent customer support has been really refreshing for us, and we are very happy with this new relationship."

Asset Alliance Group's comprehensive full-service contract hire offer includes all safety inspections, maintenance, servicing, and repairs, plus tyre cover and full roadside assistance.

Machado adds: "We will be looking to expand our fleet in early 2021 and will have no hesitation in going back to Asset Alliance Group when the time comes."

Lee Tearle, Business Development Manager at Asset Alliance Group, says: "We're thrilled to have secured this contract with Trans Haul and look forward to a long and fruitful relationship with the team, supporting them as they continue to grow as a business."

With more than 30 years' experience in the haulage, storage and distribution sectors, Trans Haul offers a full range of logistics services for businesses in the UK and overseas.

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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AAG/499/20