

10 March 2021**Asset Alliance Group upgrades its northern base**

Commercial vehicle specialist Asset Alliance Group has moved its northern England depot from Leeds to Manchester, to provide an improved hub for sales, rental, leasing and finance customers.

The new eight-acre site, shared with Romac Logistics, is on the popular Stakehill Industrial Estate in Middleton and offers easy access to the M60 and M62.

Asset Alliance Group's Truck and Trailer Sales Director, Brian Kempson, says: "We are dealing with increasing demand and a growing customer base in the north and we want to have the best possible facilities to serve our customers.

"On that basis, we took the decision to move our Yorkshire site to a bigger and improved site in Manchester so we can better meet customer requirements."

He adds: "We have exciting plans for this year and ambitious growth targets and this move has already helped us take steps towards achieving that. Our reputation within the industry is for providing customers with exceptional standards of service, flexible finance packages and high-quality vehicles and this new base reinforces those standards."

Kempson is joined in Manchester by sales executive Jenna Williams, vehicle preparation assistant Lewis Bradley and fleet management assistant Ellie Kempson.

The Manchester facility complements the Group's depots in Wolverhampton and Newmains, as well as its premium new and used truck and trailer base, Hanbury Riverside, near Ipswich.

Asset Alliance Group is now in its 11th year of business having carved a significant niche in the UK's commercial vehicle sector supplying trucks, trailers, buses and coaches alongside financial expertise. The Group maintains a large stock of assets including premium, single-owner and low-mileage vehicles.

At the end of 2020, the Group secured confident new financial backing from private and commercial bank Arbutnot Latham and Co.

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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