

**23 March 2021**

**Another significant DAF deal from Asset Alliance Group reflects market resilience**

Asset Alliance Group has confirmed an order for 200 DAF tractor units, worth over £17million, ensuring its customers have access to modern, fuel efficient vehicles as the sector confidently emerges from the pandemic.

The assets, which include 4x2 and 6x2 tractor units with a range of cab sizes, will be delivered between April and August for leasing, contract hire and rental customers.

An additional 78 new DAF trucks ordered by Asset Alliance Group at the end of last year are already being placed with contract hire customers, and the team has plans for several hundred more new vehicles and trailers from a range of manufacturers in the coming months.

Sales Director, Paul Wright, says: "We know there is real confidence from many parts of our sector about the year ahead and at Asset Alliance Group we have good reason to be extremely optimistic about 2021.

"Our priority is ensuring we can give our customers exactly the vehicles they want and need at the right time and at the right price, and these new DAF vehicles will help us do just that and mean we continue to offer one of the most comprehensive and modern fleets on the market.

"The feedback we get on the fuel-saving and performance of the latest DAF vehicles is always extremely positive and we have a really strong relationship with the company.

"DAF's fleet sales and service team have helped us ensure the repair and maintenance, customer warranty, and parts package we offer is of the highest standard and our after-sales support is second to none."

James Stewart, Fleet Sales Director of DAF, says: "We at DAF are delighted with this order from Asset Alliance Group, which results from a close and well-established working relationship built up over the last nine years. This latest order includes a range of tractor specifications, including both FT 4x2 and FTG 6x2 tractor configurations with CF Space, XF Space & Super Space cab variants, chosen to enable Asset Alliance Group to deliver the optimum package to suit each of their customers' specific requirements.

"The deal also includes a number of vehicles with DAF's latest Ultimate Package, which includes a host of features designed to offer enhanced fuel efficiency, safety and driver comfort; a premium choice for the most selective operators."

Asset Alliance Group is well-placed to serve customers nationwide with UK bases in Wolverhampton, Manchester, Hampshire, Ipswich and Newmains in Scotland. Alongside new

vehicles and trailers, the company maintains a large stock of used assets for sale, including premium, single-owner and low-mileage options.

**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 five 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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