

15 June 2021**Asset Alliance Group proves an easy choice for hard-to-reach customers**

Asset Alliance Group has won a competitive tender to supply a new Isuzu Gafter to building materials supplier Pearsons of Duns to support deliveries to customers with difficult access.

Supplied on a hire purchase basis, the 3.5 tonne truck will be used for the supply and delivery of home heating fuels to customers across the UK and was specifically selected to service harder-to-reach clients and properties with difficult access.

Pearsons of Duns' Managing Director, Garry Pearson, says: "Our fleet consists of much larger vehicles so we needed a more compact truck for customers that have more challenging to reach access points and smaller yards. We considered several suppliers for this order because we wanted to choose a partner that would support us way past the initial sale.

"The team at Asset Alliance Group made the whole process simple and transparent, and it was clear from the start that they had our needs in mind. The support and guidance the team has provided has been invaluable. It's clear they work on more than just a transactional sale and are committed to doing business right. Everything was explained in full, which has given us complete peace of mind."

The Isuzu Gafter has a payload of more than one tonne but is built on a lightweight structure designed to maximise efficiency, durability, and reliability on worksites. Its reduced turning circle is ideal for narrow roads and tight entrances and the forward design cab gives a body load space for tools and equipment.

Founded in 1920 as a coal merchant, Pearsons of Duns is a family-run business based in Duns, Scottish Borders. The company now operates as a multi-product retail trade outlet with an independent builders' merchant, DIY store, stove and installation service, and garden centre.

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.

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