

29 July 2021**Asset Alliance Group expands trailer stock with multi-million-pound reefer investment**

Commercial vehicle specialist Asset Alliance Group has ordered 100 mono-temp and multi-temp trailers worth £5.5 million from CHEREAU, Schmitz Cargobull and SOR, now available for purchase, lease, contract hire and rental.

The significant investment underlines Asset Alliance Group's continued confidence in the market and is likely to be followed by similar sized equipment orders throughout the rest of this year and next.

Sales Director of Asset Alliance Group, James Jenkins, says: "We have always worked hard to ensure our customers have access to the exact assets they need when they need them. This year demand for trailers has continued to increase so we are responding with significant investment in our stock.

"Fortunately, we have a good relationship with the manufacturers and worked closely with them to ensure a quick-turnaround so we have the highest quality equipment available this summer."

All trailers are fitted with the latest Carrier Transicold Vector HE 19 refrigeration units and will be available from Asset Alliance Group's depots in Wolverhampton, Manchester, Newmains in Scotland and its Hanbury Riverside operation in 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.

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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