

8 July 2021**Asset Alliance Group's honesty, personal service and fixed costs are a recipe for success for Fleming Howden**

Asset Alliance Group has strengthened its relationship with Fleming Howden after winning a competitive tender to provide the bakery ingredients supplier with four Mercedes-Benz Actros 2533L box body rigids.

Supplied on a five-year full-service contract hire basis, the new vehicles include three 26-tonne and one 18-tonne rigid, all fitted with Gray & Adams bodies with Thermo King multi-temp refrigeration units. Each will be used to distribute a wide range of bakery ingredients and yeast products.

And after being so impressed with the response to the initial tender, Fleming Howden has also ordered three Mercedes-Benz Actros 2545 6x2 tractor units and two Montracon 4.2m ENXL pillarless curtainsider trailers from Asset Alliance Group, to be delivered over the next few months.

Fleming Howden's Logistics Manager, Stuart Cowie, says: "We put work out for tender each time we upgrade our fleet, although we already had Asset Alliance Group in mind when we were looking for these latest vehicles. We've worked with the team in the past, and once again it was clear that they were simply the best fit for our business.

"Asset Alliance Group is an honest company, and we can always rely on the team to be open and transparent with us. The personal service we receive is something we always greatly value and the aftersales support is some of the best we've come across. Everything within the deal is fully maintained and at a fixed cost for the entire term, which is really important for planning."

Fleming Howden will benefit from Asset Alliance Group's comprehensive full-service contract hire offering, including all safety inspections, maintenance, servicing and repairs, tyre cover, and full roadside assistance covered by a single monthly payment.

The rigids feature triple hinged rear doors and an extended tail lift for maximum ease and safer loading and unloading. Other features include built-in sat-nav, air conditioning, electric mirrors and additional marker lights for enhanced visibility.

"Safety and comfort are both essential for us, so these latest vehicles have been spec'd to ensure we are giving our drivers the best possible workplace. They can often be away on long trips, sometimes overnight, so we want them to be as comfortable as possible," adds Cowie.

Located in Newbridge, Edinburgh, Fleming Howden specialises in sourcing, manufacturing, and distributing bakery ingredients and yeast products. Fleming Howden is an independent business unit that operates under the stewardship and guidance of AB MAURI UK&I, part of Associated

British Foods.

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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