

25 November 2021**Asset Alliance Group focuses on funding with dedicated Vendor Finance team**

Asset Alliance Group has created a new Vendor Finance team to focus on providing competitive contract hire and leasing funding rates to partners, manufacturers, franchise dealers and independent dealers to support their customers.

The team is headed up by Anthony Jones, who joins the business as Head of Vendor Finance and Key Accounts, and whose experience includes 18 years as Relationship Director at Lombard within the Corporate and Sectors team and three years at NatWest Structured Finance as Director of Specialist Asset Finance – Commercial Transportation.

Jones is setting up a team of Business Development Managers and Sales Support staff, who will provide a competitive alternative and additional source of finance for dealers, allowing their customers greater choice in funding arrangements. His focus will be on strengthening existing relationships in truck, trailer, bus and coach and increasing Asset Alliance Group's reach through new dealers.

Jones, who is based at Asset Alliance Group's Hampshire office in Ringwood, says: "Dealer and manufacturer relationships have always been important to Asset Alliance Group but before now they hadn't benefited from a dedicated team. I'm delighted to be taking on the challenge of leading this new team.

"It's an exciting time for the Group and one where we see significant opportunity for growth. Customers who are interested in looking at different options when it comes to financing vehicles and plant and equipment can benefit from our independence and our ability to offer more flexible, cost-effective, and tailored packages, whether funded in-house or through our capacity as a broker. My job is to make sure dealers and their customers know about our offer and that we are a trusted finance partner."

He adds: "Asset Alliance Group is a well-respected business with an excellent reputation in the industry, and I'm excited to join the team."

Asset Alliance Group is 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.

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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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AAG/585/21