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Asset Alliance Group invests £100 million in new vehicles

Commercial vehicle finance specialist, Asset Alliance Group, is acquiring more than 1,400 new vehicles worth more than £100 million this year in pursuit of its ambition to have the youngest contract hire and leasing fleet in the UK.

The significant confirmed order includes 935 tractor units and rigids, 400 trailers and 60 light commercial vehicles from manufacturers including DAF, MAN, Mercedes-Benz, Scania, Chereau, Dennison, Krone and Montracon.

The latest vehicles, which will be delivered throughout 2022, take Asset Alliance Group's contract hire and leasing fleet to more than 5,000 vehicles.

Asset Alliance Group's Contract Hire and Leasing Sales Director, Paul Wright, says: "Being able to support the transport industry with a strong supply of high-quality multi-brand trucks and trailers is at the heart of what we do. We take pride in being able to give our customers exactly the assets they need, when they need them, which is why we put so much focus on long-term planning and large orders.

"These new vehicles will help us achieve our goal of having the youngest fleet on the market, and ensures our customers can run modern and reliable vehicles which help attract drivers while also minimising downtime."

Soaring demand for new assets from Asset Alliance Group's growing contract hire and leasing customer base has also boosted the company's used truck and trailer sales team who are able to allocate vehicles for sale in advance of them returning from contracts.

Brian Kempson, Used Truck and Trailer Sales Director, explains: "As we deal with the entire lifecycle of vehicles, our used truck and trailer team has good visibility of supply which means we can have early conversations with operators looking to extend their fleets with used vehicles.

"And the close and trusted relationships we have built with manufacturers over the last decade ensure they have been able to support our business goals, as well as those of our customers."

Asset Alliance Group is now in its 12th year of trading and its latest investment strengthens the company's position as one of the fastest growing finance and leasing businesses in the UK.

Teams based across the UK support customers with all of their vehicle requirements, as well as providing flexible and competitive finance options for any type of capital expenditure.

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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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