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### **Asset Alliance Group appoints new Business Development Manager for its Contract Hire Truck & Trailer Division**

Commercial vehicle specialist Asset Alliance Group has appointed Craig Wells as Contract Hire Truck & Trailer Business Development Manager, with a remit to support the company's continued growth and unlock new opportunities in the market.

Wells brings more than two decades of industry experience to the role, most recently as Regional Sales Manager for Hireco since March 2020.

Commenting on his appointment, he says: "The opportunity to join Asset Alliance Group was one I simply couldn't turn down. My new role gives me a genuine opportunity to contribute to the company's long-term goals; and it couldn't come at a more exciting time for our industry, given the pace of change we are seeing and the wealth of new technologies coming into play.

"I will be concentrating on developing relationships with new customers who haven't experienced the benefits Asset Alliance Group can bring to their business. I've also been tasked with managing a number of exciting new customer service projects, which is allowing me to use the insight I've gained from 21 years in the industry."

Wells began his career at Newtown Vehicle Rentals in 2001, before moving to Northgate Vehicle Hire in 2005 as Regional Sales Manager. Ten years later he joined Close Brothers Vehicle Hire as Regional Sales Manager, being promoted to National Fleet Manager shortly after.

He will be based out of Asset Alliance Group's headquarters in Wolverhampton, and will report to Paul Wright, Sales Director.

Asset Alliance Group is one of the UK's largest independent retailers of new, nearly new and used commercial vehicles, and 2022 marks its 12<sup>th</sup> year in operation.

**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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