

**30 March 2022****New Business Development Manager for Asset Alliance Group's Vendor Finance division**

Commercial vehicle specialist Asset Alliance Group has appointed Ian Tranter as Business Development Manager for Vendor Finance – a division dedicated to providing an alternative and competitive source of finance for commercial vehicle dealers, manufacturers and vehicle solution specialists.

Tranter brings more than 25 years of automotive asset finance industry experience to Asset Alliance Group, most recently from Paragon Bank where he was Regional Sales Manager and previously at Lombard Corporate Asset Finance, Vehicle Management and Arval BNP Paribas.

Commenting on his appointment, he says: "Asset Alliance Group has an excellent reputation for providing competitive and flexible finance packages to operators directly.

"My role is to deliver the same service for commercial vehicle dealers, manufacturers and specialists to ensure their customers have the widest possible choice of funding arrangements."

He adds: "Asset Alliance Group has ambitious plans and one of our priorities is becoming a funder of choice across the sector. Our independence and ability to provide flexible, cost-effective and tailored packages gives us confidence we will be able to achieve this goal."

Tranter works from Asset Alliance Group's base in Ringwood, Hampshire, and will report into Head of Vendor Finance and Key Accounts, Anthony Jones.

Asset Alliance Group is now in its 12th year of business, having carved a significant niche in the UK's commercial vehicle sector supplying trucks, trailers, buses and coaches. The team also provides asset finance for UK businesses alongside financial expertise.

**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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