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New appointments drive expansion in Asset Alliance Group's Bus & Coach Division

Commercial vehicle specialist Asset Alliance Group continues to strengthen its team making two new appointments in its bus and coach division.

Scott Burke, who has supported funding in the bus and coach sector for 15 years, has been appointed National Sales Manager with a remit that covers strategic sales and unlocking new opportunities. His previous experience includes positions at Hansar Finance and Mistral Asset Finance.

Burke is joined by Sales Support Manager Jane Roberts, whose 23-year career includes a previous role with LHE Finance, and who will manage the sales process and provide dedicated focus and support across specific accounts.

Burke says: "Asset Alliance Group's personal and flexible approach to sales and customer relationships matches my own way of working, and I'm thrilled to be joining a team of experienced people who are really passionate about the industry.

"There is no doubt the effects of the pandemic hit the bus and coach industry hard, but it's been reassuring to see such resilience from companies and individuals. I am looking forward to working alongside growth-focused customers to ensure they can get back to where they were – and beyond."

Roberts, who will also support Asset Alliance Group's Truck and Trailer Sales division, said: "I'm focused on helping customers secure the right finance package for their needs and I'm looking forward to being part of such a professional and well-reputed team."

Burke will be located at Asset Alliance Group's base in Manchester and will report to Darren Fitzpatrick, Sales Director. Roberts will be at Ringwood, Hampshire, reporting to Head of Vendor Finance and Key Accounts, Anthony Jones.

Asset Alliance Group has been serving the bus and coach industry with specialist financial consultation and its own lending and broker services for more than 12 years.

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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