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Asset Alliance Group's support takes hire company to new heights

Plant and equipment specialists Enable Hire and Enable Welfare have doubled the size of their combined fleet with funding support from the Asset Finance team at Asset Alliance Group.

The sister businesses, both based in Lingfield, Surrey, have acquired more than 40 new assets on hire purchase, including lighting equipment, vehicles and welfare cabins, allowing them to serve a much larger customer base across the construction, railway, film and events sectors.

Enable Hire has invested in four new Ford Ranger pick-up trucks, four Generac VT-Hybrid lighting towers and three Trime T-Zero X-SOLAR lighting towers.

Enable Welfare has acquired 15 new Mercedes-Benz welfare vans, eight static welfare cabins, six 16ft towable welfare units as well as four AJC 16ft towable welfare units powered by solar and hydrogen, supporting the team's commitment to reduce its carbon footprint.

Over the past two years both businesses have grown significantly, especially as demand for welfare support increased.

General Manager at Enable Hire, Peter Milnes, says: "Our sector boomed over the pandemic as the requirements for welfare such as site accommodation, toilets and hand-washing facilities became more important.

"We supported several organisations with welfare vans including the NHS, where they were used for vaccination bases and to extend A&E facilities.

"As a result, our business has grown quickly, and we are excited to be investing further and extending our offer with a lot of new and top-of-the-range equipment."

He adds: "We knew of Asset Alliance Group's excellent reputation for commercial vehicles, so they were our first choice for support and we're delighted with our new partnership.

"The team have gone above and beyond for every request. They are efficient and very easy to work with and we will 100 per cent look to them for finance again in the future."

Sales Director of Asset Alliance Finance Division, Darren Fitzpatrick, says: "It's wonderful to see hard-working teams like Enable Hire and Enable Welfare doing so well and we're really pleased to have been able to support them with flexible and competitive finance in support of their expansion."

Established in 2016, Enable Hire and Enable Welfare are part of a wider group of Infrastructure companies under the umbrella of Enable Investment Holdings.

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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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