

**12 August 2022****New Director to spearhead asset management solutions at Asset Alliance Group**

Commercial vehicle specialist Asset Alliance Group has appointed Marc Mellon into a new role as Director of Asset Management to continue to grow the company's fleet of more than 5,000 vehicles.

The 45-year-old, who brings more than 20 years' experience in commercial contract hire to the business, first had a taste of life at Asset Alliance Group last year when he managed a six-month project for the fleet management team. He previously held positions at VUE Group and Seven Asset Management.

Asset Alliance Group currently procures more than £100 million of vehicles each year and operates across five UK sites in Wolverhampton, Manchester, Ringwood, Ipswich and Newmains.

Mellon says: "We are aiming for strong continued growth in asset management as we streamline our support systems, management processes and customer service.

"We're also making data more visible across our business, which is bringing the whole team together to provide a greater range of competitive finance packages and options to meet our customers' needs."

He adds: "While supply issues in the industry are an ongoing challenge, our structured approach to procurement including buying vehicles in high volume, will mean we can continue to deliver excellent value to truck and trailer operators."

Mellon is based at Asset Alliance Group's headquarters in Wolverhampton and will report to Chief Executive Willie Paterson.

**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.

For further information, please contact:

Mark Bisson or Lucy Pitcher at Garnett Keeler PR

Tel: 020 8647 4467

Email: [mark.bisson@garnettkeeler.com](mailto:mark.bisson@garnettkeeler.com) or [lucy.pitcher@garnettkeeler.com](mailto:lucy.pitcher@garnettkeeler.com)

AAG/664/22