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Asset Alliance Group appoints National Key Account Manager to grow blue-chip customer base

Award-winning commercial vehicle specialist Asset Alliance Group has appointed Jim Agnew in a new role of National Key Account Manager as part of the company's plans to secure larger fleet customers.

Agnew joins after 19 years with Ryder, where he held key roles in rentals and sales. He has also worked for National Car Rental.

The 53-year-old will oversee Asset Alliance Group's larger accounts, with a remit to attract more blue-chip clients operating bigger fleets nationally.

"As part of Asset Alliance Group's ambitious growth plans, I will be using my experience and industry contacts to help secure and service the needs of more national multi-site customers," says Agnew.

"Asset Alliance Group has developed a strong reputation in the industry and there's huge scope to grow our current fleet size of more than 5,000 vehicles. We don't necessarily want to be the biggest but we do want to be the best."

At a difficult time for the industry due to increasing fuel costs and a shortage of HGV drivers and vehicle component parts, Agnew says Asset Alliance Group offers great products, value for money and unmatched customer service.

He adds: "It's that combination that will help us tap into new business opportunities and keep people coming back."

Agnew is based at Asset Alliance Group's base in Wolverhampton and will report to Sales Director Paul Wright.

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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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