

20 September 2022**Asset Alliance Group expands its finance offer with new division and senior appointment**

Award-winning commercial vehicle specialist Asset Alliance Group is broadening its funding support with a new General Asset Finance division that will provide competitive and flexible finance packages for investment outside of vehicles.

Having carved a niche supplying trucks, trailers, buses, and coaches since its inception in 2010, the company is expanding into supporting customers of all sizes with any capital expenditure.

Experienced finance specialist Matthew Board has been appointed Head of General Asset Finance to lead the division. He has spent the past six years in business development at Amicus Asset Finance, following previous business and relationship management roles at Metro Bank and Lombard.

Board, 37, says: "There is a huge opportunity for us to help businesses – from SMEs to large corporates – and we can support every kind of capital investment. We have already achieved real success around tailored funding solutions for plant and specialised equipment. Now we can go further to support our customers for any asset funding that is required for them to succeed."

Under the ownership of private and commercial bank Arbuthnot Latham & Co., Asset Alliance Group can typically handle lower advances and larger transactions than other lenders.

Board says: "We are also able to offer terms of up to 12 years depending on the assets type, which is longer than the industry average. This can help customers improve their cashflow, which in this economic climate can be key to sustaining and growing their businesses.

"With our extremely competitive rates and consultative personal approach we will be able to support our existing client base as well as look forward to building relationships with new customers."

He adds: "Asset Alliance Group has built an incredibly strong reputation in the commercial vehicle and transport sectors, and I'm looking forward to taking that much wider."

In addition to fleet operators and logistics companies, the team will also be targeting a wider number of sectors including construction, manufacturing, engineering, agricultural, waste recycling, pharmaceutical and many more.

Board is based at Asset Alliance Group's base in Ringwood, Hampshire, and will report into Managing Director, Asset Funding Division, Michael Bycroft.

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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