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### **Asset Alliance Group's focus on large fleets grows with appointment of second National Key Account Manager**

Experienced commercial vehicle specialist Jon Gordon has been appointed as National Key Account Manager at Asset Alliance Group to help grow the company's blue-chip customer base.

In his new role, Gordon will be drawing on 35 years' industry experience at Ryder, to secure new business from companies operating major fleets in the UK.

He says: "Larger fleets are in very good hands with the services and support provided by Asset Alliance Group, and the leadership team has a very forward-thinking strategy which is driving growth.

"The business is really going places. With an excellent reputation in the industry, the new position was a natural fit for me."

Gordon, 53, is the second National Key Account Manager to be appointed by Asset Alliance Group in recent months, following the recruitment of Jim Agnew in the summer.

He adds: "Asset Alliance Group has built its reputation on tailored finance, competitive pricing and unmatched service. Our customers can be confident we will always deliver."

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

**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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