

**17 November 2022**

### **Celtic Travel returns to Asset Alliance Group to help upgrade its fleet**

One of the largest independent coach operators in mid-Wales, Celtic Travel, has strengthened its relationship with Asset Alliance Group, to finance a further three new vehicles.

The public transport operator has acquired a 12.8m Volvo B8R Plaxton Panther 3 on a hire purchase deal. PSVAR-compliant, the 53-seater will be used for private hire in Wales and across the UK.

Asset Alliance Group also helped the business add two Volvo B8RLE MCV eVoRas on hire purchase agreements earlier this year, as part of its fleet upgrade programme.

Operating across mid-Wales six days a week, the local service buses will clock up more than 120,000 km per year.

Celtic Travel Director, Phyl Davies, says: “The vehicles have helped to standardise our fleet on the Volvo B8R chassis. As part of our fleet renewal, they also provide more reliability for us in delivering our bus services across mid-Wales and improving our UK-wide private coach hire offering. We know we can rely on the new buses to start every morning and get back every night, which is important for our peace of mind.

“Driver familiarisation with the MCV eVoRas is also critical – once they know how one vehicle drives, they are familiar with them all. It makes everything easier.”

The new additions join a 40-strong fleet of predominantly Volvo buses, coaches and minibuses – including another five MCV eVoRas – operated by Celtic Travel from its Llanidloes base.

The business has a long relationship with Asset Alliance Group, with Davies delighted with the level of support he receives from the bus and coach specialist.

“The customer service is always excellent and they’ve done us proud once again,” he adds. “If I ask for something, they will pull out all the stops to deliver, and I know I’m always getting good rates. Overall, it’s a great package and that’s why we keep going back to them.”

Darren Fitzpatrick, Director, Bus & Coach at Asset Alliance Group, says: “We are always delighted to see long-term customer relationships continue and be able to support the Celtic Travel team in their fleet expansions once again. It is a measure of the success of Celtic Travel that they continue to invest in their fleet and we are proud to be an ongoing supplier in their upgrade plans.”

**ENDS**

**Note to editors:**

Asset Alliance Group has redefined the way companies acquire transport and logistics 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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