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New Commercial Director appointed to supercharge Asset Alliance Group bus and coach division

Experienced finance specialist Martyn Bellis has been appointed as Commercial Director of Bus & Coach at Asset Alliance Group.

In the newly-created role, Bellis, 55, is tasked with enhancing the company's offering to existing customers, as well as seeking to secure new business and maximising opportunities in the electric bus and coach market.

"Given the amount of experience within the team at Asset Alliance Group and our ability to access significant funds from Arbuthnot Latham bank, we are confident of becoming the number one vehicle finance provider in the bus and coach industry," he says.

"As the sector moves towards electrification, I believe Asset Alliance Group is strongly positioned to satisfy the increasing demand for EVs. In recent years, I have done a great deal of work in the electric bus market and look forward to helping the team to develop affordable and attractive EV transition plans for our customers."

Bellis draws on more than 25 years' experience in the industry, including eight years at Siemens Financial Services where he set up the asset finance business for the bus and coach division and several years in sales roles at Mistral Group.

Bellis joins at an exciting time for Asset Alliance Group. The company's bus and coach division reached a major milestone in its history last month, after exceeding £500 million in funding vehicles for the sector.

He will be based at Asset Alliance Group's bus and coach headquarters in Ringwood and will report to Managing Director of Bus & Coach Michael Bycroft.

Bycroft says: "Martyn is an excellent addition to our team. With his vast knowledge of the industry, we are expecting another strong year of growth for the division. In particular, his expertise on electrification will help us to expand our offering to the growing number of customers looking to make the transition to zero tailpipe emission vehicles."

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 bus and coach vehicles on any combination of 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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