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Record order of 1,500 electric and diesel trucks strengthens Asset Alliance Group's partnership with DAF

Asset Alliance Group has agreed an order with DAF for 1,500 new electric and diesel trucks, in a deal worth more than £160 million that provides a major boost to the commercial vehicle specialist's burgeoning reputation in the UK.

Strengthening the longstanding partnership between Asset Alliance Group and the Dutch truck manufacturer, the deal will see the company take delivery of the vehicles from 2023 onwards – and will include at least 75 trucks from DAF's new electric vehicle range.

Asset Alliance Group CEO Willie Paterson says: "Amid the industry's supply shortages, the deal represents an enormous commitment for Asset Alliance Group and DAF, underlining the strong relationship we have enjoyed for many years and our commitment to the environment and zero emissions. It gets 2023 off to a great start for us.

"With the backing of Arbutnot Latham Private & Commercial Bank, the order for 1,500 electric and diesel trucks clearly demonstrates that we have the spending power to go out and do such a huge chunk of business – cementing our growing reputation as a major player in the market – with a focus on the zero-emission challenge for our customers."

The bulk of the order will be a mix of New Generation DAF XF and XG tractor units. It will also include some New Generation DAF XD tractors and rigids in both electric and diesel drivelines.

Purchased with full manufacturer R&M packages, the vehicles will be maintained through the DAF dealer network, which operates across more than 130 locations in the UK and Ireland.

Asset Alliance Group's Director of Asset Management, Marc Mellon, says: "This is a huge deal for us and has been many months in the making.

"It secures the number of trucks we need to maintain the quality of our fleet and high standard of operations, ensuring we can continue to supply our existing customers with exceptional modern, fuel-efficient vehicles, while also attracting new business with what will be the rapidly developing electric market."

He adds: "We are buying the trucks with R&M packages to show our support for DAF's excellent nationwide dealer network, which will provide our customers with industry-leading advice, service and expertise from highly qualified professionals."

Russell Patmore, Truck Sales Director at DAF, says: “The size of the deal and the commitment to DAF zero emission electric vehicles speaks volumes for our trusted partnership with Asset Alliance Group and builds on years of doing business together.

“As the market-leading commercial vehicle manufacturer in the UK, we are delighted to supply a range of New Generation electric and diesel models over three years to meet long haul and distribution applications. These trucks uniquely take advantage of the latest weights and dimension legislation to secure class-leading performance in both electric and diesel format.”

Established in the UK almost fifty years ago, DAF is the only major commercial vehicle manufacturer building trucks in Britain, with its factory in Leyland manufacturing more than 15,000 electric and diesel vehicles every year.

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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