

20 April 2022**Major deal for Asset Alliance Group as it helps logistics firm with 101-truck fleet renewal**

Asset Alliance Group is providing The Green Group with 101 new Mercedes-Benz Actros trucks, in one of the commercial vehicle specialist's most significant deals of the year to date.

The Yorkshire-based logistics provider has sourced 86 Mercedes-Benz Actros BigSpace tractor units from Asset Alliance Group, with an additional 15 Actros GigaSpace trucks joining the fleet to help mark the company's 15th anniversary.

Supplied on a three-year contract hire basis, the new trucks are part of a major renewal programme of The Green Group's 150-strong fleet.

They will be based at depots in Rotherham, Manchester, Milton Keynes and Livingston, providing contract logistics, general haulage and warehousing services to a long list of customers across the UK.

Tom Lister, Managing Director of The Green Group, says: "These trucks will be serving a lot of blue-chip customers, covering about 120,000 km per year, so reliability, increased uptimes and the latest technology are all really important for us and will help in enhancing our credibility as a national logistics provider.

"Bringing these new assets on board will also really help in driver comfort and retention, further improving the image of the business."

The Mercedes Benz Actros BigSpace tractor units are specified with three-way camera systems and adaptive cruise control to boost safety. They are fitted with Samsara's telematics system, while drivers also benefit from comfort and media packages.

"These features support making the vehicles more fuel efficient and better for the environment, and they offer an improved driver experience from the trucks they're replacing," adds Lister.

The GigaSpace trucks benefit from an even higher specification and will feature a twist on the company's livery to celebrate its anniversary – a green cab replacing the traditional black. Equipped with 530 hp engines, the cabs feature a bigger living space for drivers than their BigSpace counterparts. A select number of The Green Group's drivers will be given the honour of putting the GigaSpace trucks into service.

"Our business has expanded rapidly since we formed in 2008 and we were keen to mark our successful achievements in style," says Lister. "Discussions with Asset Alliance Group made it possible to bring in these high-spec trucks, which will help our anniversary celebrations go with a real bang."

Managed by Asset Alliance Group's Sales Director, Paul Wright, and National Account Manager, Simon Bird, the deal is the first time the logistics firm has partnered with the company.

"The relationship that we have built over the last 12 months has been fantastic," says Lister. "Our discussions have given us the confidence to replace the vast majority of our fleet with a company we have never used before. That speaks volumes for Paul and Simon.

"Availability of trucks is key for us, and they offered us something that other companies couldn't. Asset Alliance Group do things differently in that they already have an extensive existing fleet, full fleet service support and a sizeable new vehicle procurement programme, which is one of the things that attracted us to them."

Asset Alliance Group's Sales Director, Paul Wright, says: "Providing this substantial order for The Green Group is a significant deal for us. It underlines our buying power in a challenging market and our capacity to deliver to satisfy customers' needs."

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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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