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## **Asset Alliance Group Sales Compliance Manager “thrilled and honoured” after Scottish haulier names new truck after her**

XS Transport has named one of its five New Generation DAF XG 530 tractor units after Asset Alliance Group’s Kerry Anne Grogan as a mark of gratitude for the strong relationship she has developed with the Stirlingshire haulier.

Supplied on a three-year contract hire deal, the five DAF trucks are part of a fleet renewal programme and replace existing vehicles sourced from the commercial vehicle specialist.

The Grangemouth-based company, which specialises in the transport of hazardous goods as part of a UK-wide general haulage operation, is also adding a DAF FAR CF340 26t curtainsider tail-lift to its fleet later in May.

Owner Alan Taylor says: “Our truck called Kerry Anne was the first one of the five DAFs on the road. It looks superb with the black and pink ‘fire’ livery and suits her personality down to a tee. The other trucks are named after some of our other drivers’ family members.

“It started off as a joke when Kerry Anne said she’d like to get her name on a truck. We surprised her by doing just that. We want to acknowledge her dedication to helping our ongoing success over a number of years.

“What we love about Kerry Anne is that she is regularly in contact with us and goes the extra mile to make sure we have everything we need. She epitomises great customer service.”

Since XS Transport became one of Grogan’s accounts in 2018, Asset Alliance Group’s Sales Compliance Manager has worked hard to strengthen the commercial vehicle specialist’s relationship with the business, helping to grow the haulage company’s portfolio of trucks. Of the 16 vehicles in its fleet, 12 were sourced from Asset Alliance Group.

“I have got to know Alan and the management very well. I have seen the business expand to take on their new supersite in Grangemouth and I’m delighted that we have been able to support their success with the supply of our assets,” says Grogan, who had the opportunity to check out the Kerry Anne truck when it was at Asset Alliance Group’s Newmains site.

“What began as a bit of banter between myself and Alan has ended with XS Transport labelling a truck in my name. I’m thrilled and honoured. It was great to sit in the cab with my name on the front of it, and I can’t wait to see it out on the road.”

Commenting on Asset Alliance Group’s service, Taylor adds: “We always make sure our fleet is up-to-date, running modern trucks and trailers to increase efficiencies and reduce downtime. They

help us to achieve that. We know we can rely on Kerry Anne and the team to deliver on their promises.”

**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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