

14 June 2023**Hollywood-backed Welsh coach firm teams up with Asset Alliance Group for fleet upgrade**

Pats Coaches, the firm hired by Wrexham AFC's Hollywood owners to stage the open-top bus parade following the club's promotion to the Football League, has turned to Asset Alliance Group to update its fleet.

The Wrexham-based business was behind the carefully planned operation that involved commissioning three double-decker buses, wrapping them in National League Champions livery and taking the triumphant team and the club's A-list owners, Ryan Reynolds and Rob McElhenney, along a 3.5-mile route in the city to mark the momentous achievement.

Helping to fulfil Wrexham AFC's commitments as the club's official supplier for away supporters, Pats Coaches has taken delivery of a 32-seat IVECO Daily Ilesbus I-City Max low-floor midibus and a Mercedes-Benz Tourismo Access executive coach from Asset Alliance Group. The company also provides transport for the men's and women's first teams, reserves and youth team.

The PSVAR-compliant vehicles join a fleet of 23 buses and coaches and will also be used for a variety of other work including school contracts, private hire, tours, and rail replacement bus services.

Managing Director Keith Davies says: "As club partners and massive Wrexham AFC fans, it's a real thrill that a little bit of Hollywood glamour is rubbing off on us. We're delighted that the club's high-profile owners sometimes use our coaches for private hire, and we expect they'll make use of these new vehicles.

"It's an investment for the future. There's certainly a bigger need these days for PSVAR buses and coaches and our new assets also meet all Ultra Low Emission Zone requirements."

Commenting on Asset Alliance Group's service, Davies adds: "With their flexibility, competitive rates and ability to supply the vehicles in a short timeframe, they have made it very easy. We are building a strong relationship with their National Sales Manager, Scott Burke, who has been a pleasure to deal with."

As chairman of the North Wales Coach Association, Davies is a prominent industry figure and hugely proud of his association with the football club that has returned to the Football League after a 15-year absence. Playing a key role in the club's open-top bus celebrations, which also marked promotion of the women's team, was the icing on the cake.

"It was phenomenal. As a young fan, I watched the team's bus parade in 1978 when Wrexham won promotion. This time I was the operator, which was a huge honour and privilege," says Davies, who

co-owns the company with his brother Mark. “Nothing gives me a greater sense of pride than carrying the club’s teams and supporters. Wrexham AFC are going places and we’re excited to be part of their success story.

“Our coaches transporting the teams are pictured on television every week of the season, so we’ve definitely enhanced our reputation. You just can’t buy that kind of advertising.”

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.

For further information, please contact:

Mark Bisson or Dan Jones at Garnett Keeler PR

Tel: 020 8647 4467

Email: mark.bisson@garnettkeeler.com or dan.jones@garnettkeeler.com

AAG/728/23