

13 July 2023**Major fleet refresh for Sykes Seafood is a big catch for Asset Alliance Group**

Frozen fish and seafood supplier, Sykes Seafood, has taken delivery of 46 DAF trucks and six Gray & Adams fridge semi-trailers from Asset Alliance Group to manage its rapidly growing business.

The Cheshire-based firm has refreshed its fleet with 40 DAF LF 290 rigids, fitted with Gray & Adams refrigerated bodies, and six New Generation DAF XF 480 tractor units.

The company has also taken delivery of four fridge trailers and two double deck fridges, as it scales up operations following the opening of a new multimillion-pound head office in Warrington and its recent takeover of Ruskim Seafoods.

Supplied on hire purchase and contract hire deals, the new vehicles join Sykes Seafood's fleet of 90 trucks and trailers, and will work out of its 167,000 sq ft site in Warrington, its seafood processing facility in Liverpool and cold store and distribution hub in Manchester. With depots in Motherwell, Newcastle, Telford, Wakefield and Warminster, the firm will use the trucks and trailers to transport frozen seafood to retail and food service industries across the UK.

Alan Livingston, Senior Group UK Transport Manager at Sykes Seafood, says: "After investing in a new HQ and warehouse, it was the perfect time for our business to update the fleet we acquired from Ruskim Seafoods to help accelerate our expansion plans.

"As first-time customers with Asset Alliance Group, we have been very impressed. They came up with a great financial package and exceeded our expectations with the delivery of the vehicles well ahead of market projections, given the challenges around global supply shortages."

Sykes Seafood opted for the DAF trucks, which are all backed by a service and maintenance agreement as part of the deal, due to their proven reliability and fuel economy. The Gray & Adams double deck fridge trailers, which have multi-temperature functionality, will allow the business to load up to 44 pallets on each vehicle – a 70% increase in capacity over standard trailers.

Richard Worthington, Business Development Manager at Asset Alliance Group, says: "We've worked hard to deliver these DAF trucks and Gray & Adams trailers to aid Sykes Seafood's fleet renewal programme and we look forward to growing this relationship in the future."

Founded in 1862, Sykes Seafood sells over 600 products across 110 species, specialising in supplying cold and warm water shrimp to various market sectors in the UK.

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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