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Asset Alliance Group scoops new business with Eden Farm Hulley's

Ice cream and frozen food specialist, Eden Farm Hulley's, has taken delivery of five New Generation DAF XF 480 tractor units and one Chereau refrigerated semi-trailer from Asset Alliance Group.

Supplied on a three-year contract hire deal, the DAF trucks will join a fleet operating from the firm's nine distribution depots, including Peterlee, Luton, Sheffield and Bradford. The multi-temperature Chereau fridge will work out of the company's County Durham headquarters.

Jason Brooksbank, Group Transport Manager at Eden Farm Hulley's, says: "We're expanding and refreshing our fleet after winning some new business and the DAF trucks and Chereau trailer meet our requirements.

"We have operated DAF tractor units for a number of years and trialled a New Generation DAF XF 480 prior to placing our order. The fuel return statistics were favourable, which is fantastic as we work them hard on our trunking operations across the UK. They will clock up around 180,000 km per year. The DAF maintenance and back-up service from Asset Alliance Group is also excellent."

Featuring a spacious cab, the trucks are specified with a built-in satellite navigation system and a range of cameras to help mitigate ambiguous insurance claims and aid driver safety.

"They offer excellent cab comfort and have proven popular with our drivers," Brooksbank says.

Joining a mixed fleet of 180 trucks, trailers and delivery vans, the new vehicles will be used to distribute frozen and chilled food products and ice cream to a wide range of customers, from small independent shops, through to large wholesalers and buying groups, as well as a number of high street retailers.

Eden Farm Hulley's, part of the Kitwave Group, an independent wholesale business with depots throughout the UK, has worked with Asset Alliance Group previously, sourcing a number of trailers five years ago.

"We teamed up with Asset Alliance Group again because of their ability to quickly source the assets we need to help grow our business. They were competitively priced and arrived on time. We're delighted with the high level of service," adds Brooksbank.

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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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