

15 August 2023**Swanbrook secures Irizar i6 to extend long relationship with Asset Alliance Group**

Family-run bus & coach operator, Swanbrook, has taken delivery of a high-end Irizar i6 coach from Asset Alliance Group, strengthening a working relationship that has spanned more than two decades.

The Cheltenham firm, now run by the third generation of the Thomas family, added the used 55-seater as part of its fleet renewal programme.

Swanbrook Director Keith Thomas says: "Our team has known Asset Alliance Group's Sales Director Darren Fitzpatrick for over 20 years. He's our first port of call when we need any additions to our fleet. Darren understands our business inside out and, crucially, brings his expert industry knowledge to every procurement decision.

"That's why we rely on him and Asset Alliance Group. We have developed a strong business relationship over the years, sourcing in excess of 30 vehicles. He's never let us down and has always been brilliant at looking after our business requirements."

The Irizar i6 is a high-end PSVAR-compliant coach featuring an aerodynamic design, reclining seats and a spacious and ergonomic driving position with integrated dashboard screens for all the driver's functions. The coach's DAF MX engine and ZF fully automatic gearbox align with the company's other executive coaches.

Joining a fleet of 20 vehicles, including nine double decker buses, eight high-capacity executive coaches and three low-floor midibuses, Swanbrook will use the coach for college contracts, private hire and rail replacement work.

"The Irizar i6 is robust and reliable and the interior specifications fit our operations perfectly to deliver a comfortable experience for passengers," Thomas adds.

Commenting on his long association with Swanbrook, Fitzpatrick says: "As one of our most valued customers, we're delighted to continue growing our relationship with Keith and his team. They are always a pleasure to deal with. We aim to repay their trust in us by securing the best vehicles to suit their business needs and delivering them in a timely manner."

Swanbrook, established in 1960, is also a VOSA-approved MOT test station and commercial vehicle repair centre, offering servicing and maintenance for light commercial vehicles and minibuses.

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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 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

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