

**30 October 2023**

### **Asset Alliance Group off to a winning start with Walkers Transport**

Walkers Transport has praised Asset Alliance Group for going “the extra mile” after taking delivery of eight new DAF XF 480 tractor units – featuring the manufacturer’s Digital Vision System which replaces the wing mirrors – as part of a fleet upgrade.

The commercial vehicle specialist initially supplied used trucks to temporarily replace the haulage firm’s DAF CF fleet following the end of its lease contract with another company, whilst it waited for the new vehicles to arrive.

Paul Clarke, Fleet Director at Walkers Transport, says: “They went the extra mile for us and provided nine trucks free of charge so that we weren’t rushed or panicking and could maintain our business operations.

“And when the new trucks arrived, Asset Alliance Group provided training for our drivers about the Digital Vision System on the new DAFs because it’s totally different to what they have been used to before. Asset Alliance Group’s fleet engineer went over the finer details and took time to ensure everything was right for us. We’re grateful for the extra service.”

The DAF XF 480 trucks, which boast large cabs with a range of driver comforts, are specified with smart safety features including City Turn Assist and Electronic Park Brake. As part of the order, a ninth XF 480 will join the haulier’s fleet in December.

“The key change for us was going mirrorless. It’s a great system, our drivers love it, and we expect it to increase fuel efficiencies in the long run. These stunning new trucks also present a really strong image for the company and will help to grow our reputation around the UK.”

Supplied on three-year contract hire deals, the new vehicles join a fleet of 120 trucks and 220 trailers at Walkers Transport. They will be based at its Manchester depot, distributing goods through The Pallet Network and carrying out general haulage work nationwide.

It’s the first time Walkers Transport has partnered with Asset Alliance Group – and Clarke is hugely impressed with the level of service.

“The pricing and vehicle stock availability were important factors. We ordered in May and the trucks were ready in our yard in their livery on 1 September. That’s an exceptionally good turnaround time. I’m confident we will do further business with Asset Alliance Group as renewals come up at other depots,” he adds.

Jim Agnew, National Key Account Manager at Asset Alliance Group, says: “This was a great team effort. We had a flexible approach from the outset to support Walkers Transport’s transitional

position and by evaluating the needs of their business we were able to provide a great solution that exceeded the customer's expectations.”

With bases in Lichfield, Manchester and Leeds, Walkers Transport offers a comprehensive range of transport services for distribution in the UK, Ireland and Europe, as well as warehousing, storage and inventory management solutions. In September, the company won the Customer Care accolade at the 2023 Motor Transport Awards.

**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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