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New Business Development Managers strengthen Asset Alliance Group Bus & Coach division

Experienced bus and coach specialists, Paul Fairbanks and Michael Gillen, have been appointed as Business Development Managers at Asset Alliance Group.

The pair join the commercial vehicle specialist to support the ambitions of its Bus & Coach division, one of the company's biggest growth areas. They will be responsible for securing new business, helping to maximise sales of used stock, and developing opportunities in the electric bus and coach market.

Fairbanks, who joins the business from Mistral Group, previously spent more than 20 years running motor dealerships. He is tasked with growing Asset Alliance Group's bus and coach business in the Midlands, south of England and Wales.

"It's a really exciting time to be joining Asset Alliance Group as it furthers its ambitions of becoming the recognised finance specialist and trusted partner for bus and coach operators in the UK," Fairbanks says. "I'm looking forward to using all of my industry knowledge to take the Bus & Coach division to a new level."

Gillen joins from Mellor and brings 32 years' industry experience to the role, including 20 years as a bus and coach operator and more than six at Mistral Group. In the new position, he will be responsible for expanding the business in Scotland and the north of England.

"I'm delighted to be joining an expanding team based upon a clear customer service ethos and a drive to deliver highly competitive fleet solutions for our customers. With the strong industry relationships I have built over many years, I'm confident of helping deliver another strong year of growth for the division," he says.

Fairbanks and Gillen will report to Commercial Director of Bus & Coach, Martyn Bellis, who is based at Asset Alliance Group's office in Ringwood.

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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.

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