

14 November 2023

New DAF order from Asset Alliance Group keeps the wheels turning at Keedwell Scotland

Logistics firm Keedwell Scotland has taken delivery of 11 new DAF LF 230 curtainsider rigids and two DAF XG 530 6x2 tractor units from Asset Alliance Group as part of a fleet renewal programme.

The Glasgow-based company has a longstanding relationship with the commercial vehicle specialist and returned to the business again for its latest order, citing the quality of the DAF trucks and the level of service from Asset Alliance Group as the key reasons.

Keedwell Scotland Operations Director, John McLellan, says: "We chose the DAF LFs for their versatility because they can be used for city centre deliveries, and also delivering animal feed and other heavy products in rural locations.

"Keeping the wheels turning is critical for our business. The LFs are also exceptionally reliable even though we work them hard from Monday to Friday. When you have a vehicle off the road for two or three days at a time it's a huge inconvenience for the company and our customers."

To avoid this scenario, the logistics firm benefits from Asset Alliance Group's full maintenance package, "which means we have very little downtime because we get like-for-like replacements for any repairs needed," adds McLellan.

Supplied on a three-year contract hire deal, the 18-tonne rigids will be based at the company's Bothwell and Grangemouth depots and deployed on contracts for The Pallet Network across Scotland. The two larger DAF tractor units are being used for trunking jobs throughout the UK and servicing a contract for Tennent's Lager. Keedwell Scotland also took two DAF XG 530 tractor units from Asset Alliance Group last year.

The new arrivals join a fleet of 35 trucks and 45 trailers at Keedwell Scotland, which runs a third depot in Tannochside.

"Upgrading the fleet with these stunning DAFs displays a strong public image for the company, enhancing our reputation on Britain's roads," says McLellan.

"Asset Alliance Group has again gone to great efforts to look after us. Business Development Manager Dougie Bennett listened to our needs and delivered on his promises, which is a big plus at a time when vehicle availability is an ongoing problem for the haulage industry."

With more than 25 years of experience in logistics, Keedwell Scotland's services also include warehousing and distribution, and same day delivery.

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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AAG/756/23