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New Trafford Park base bolsters Asset Alliance Group's presence in Northern England

Asset Alliance Group has grown its UK footprint with the opening of a new site at Trafford Park in Manchester, which becomes the main base for its rapidly expanding Asset Management Division.

Strategically placed close to the motorway network, Trafford Park will allow the commercial vehicle specialist to strengthen relationships with its customers in the North of England and boost new business opportunities.

Home to the firm's procurement, residual value and fleet specification teams, the site also becomes Asset Alliance Group's fourth main sales depot, alongside Wolverhampton, Newmains and Ipswich.

Trafford Park offers space for around 50 of the company's ex-fleet used truck and trailer stock and provides more than 2,000 square feet of modern modular office space for 20 regional staff.

Marc Mellon, Director of the Asset Management Division at Asset Alliance Group, says: "We are delighted to have invested in a new permanent base in Manchester that will play a key role in the company's growth.

"We now have an attractive site in the North of England, offering excellent road and transport links, which will allow the Asset Management Division to grow and flourish. Crucially, the new facilities will also enable our team to better serve customers across the region."

Brian Kempson, Director of Asset Alliance Group's Truck and Trailer Sales Division, says: "The opening of the new site will help the business to achieve our objective of building a larger customer base in the North.

"A large part of the industry, including many companies operating out of the North West, relies on independent truck and trailer companies like ours. We firmly believe that regional operators will see the value of having an Asset Alliance Group option on their doorstep."

The company is projecting a strong year ahead. Asset Alliance Group's Asset Management Division has helped deliver another excellent 12 months for the business, procuring more than £80 million of new vehicles. Its Truck and Trailer Sales Division continues to be one of the UK's largest independent retailers of new, nearly new and used commercial vehicles and the group's leasing and contract hire business is on track to grow significantly once again in 2023.

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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