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### **Launch of bus and coach rental service as Asset Alliance Group forges ahead with ambitious growth plans**

Asset Alliance Group has launched a new bus and coach rental offering to support the specific needs of UK operators, in a move that will significantly expand its market share in the sector.

After providing specialist financial solutions for the bus and coach industry for more than 20 years, the company has now invested in a fleet of top-of-the range vehicles to kickstart its rental offering.

Instead of committing to long-term ownership or leases, the rental agreements on fixed monthly payments will allow customers to access buses for a defined period, with various contract options to choose from.

Willie Paterson, Chief Executive of Asset Alliance Group, says: "This is a huge investment for the business and a major innovation for our rapidly-growing Bus & Coach division. We are confident it will be widely welcomed by operators of all sizes. As we strive to become the number one bus and coach funder and supplier in the UK, this is a significant step in the right direction."

Martyn Bellis, Commercial Director of Bus & Coach at Asset Alliance Group, says: "It's an exciting time for our team. We will have a broad range of products available, everything from smaller minibuses up to single-deck and double-deck buses. We have new buses in stock and on order from a wide range of UK manufacturers to meet the differing needs of customers across the UK. And we can source all vehicle types from new to used, from standard builds to custom design, and from diesel power to hybrid and electric drives."

As an independent bus and coach finance specialist, Asset Alliance Group is committed to supporting all contract sizes – especially customers for whom running a fleet is not part of their core business.

"We are here for everyone. The finance options cover everything from single assets through to large multiple vehicle contracts. Our rental service will free customers from extended commitments, providing them with complete flexibility to meet their business requirements," Bellis adds.

Under the bus rental offering, new vehicle contracts start from one year and above, with shorter term hires also possible subject to availability. Customers can access a diverse selection of ready for use vehicles without the financial and operational responsibilities of ownership. Once the vehicle is returned and inspections have been conducted, unpaid balances are settled and the renter's agreement obligations end.

Asset Alliance Group will provide solutions to meet customers' varying needs, offering flexibility in vehicle specification requirements and a quick response to customers seeking additional contracts.

The introduction of the bus and coach rental concept comes a few months after Paul Fairbanks and Michael Gillen joined Asset Alliance Group as Business Development Managers to support the ambitions of its growing Bus & Coach division.

For more information visit - <https://assetalliancegroup.co.uk/bus-coach-finance/bus-coach-rental/>

**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 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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