

22 May 2024**Asset Alliance Group's bus rental business leaps forward with new Hopper deal**

A new Hopper shuttle bus service linking the towns of Goole and Howden has picked up its first passengers this month, after Asset Alliance Group supplied two Mercedes-Benz Mellor Stratas from its rental fleet.

The new bus service is being operated by local firm Sweyne Coaches and funded by Goole Town Deal. It is part of a £2.4m development of Goole station, which is one of several schemes underway to drive economic growth in the region.

Andrew Hewitt, Regeneration Project Manager at East Riding of Yorkshire Council, which is one of the partners in Goole Town Deal, says: "Asset Alliance Group's rental offer was perfect for what is initially a pilot service to gauge demand.

"Asset Alliance impressed with their competitive pricing and quality of the vehicles available. They worked with us to identify and source the best buses for the job. The process was seamless, and the communication throughout was great."

Asset Alliance Group, which has provided specialist financial solutions for the bus and coach industry for more than 20 years, invested in a fleet of top-of-the range vehicles to kickstart its rental offering last December.

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

With several new employment sites in the area, improving access to Howden Station, which offers trains to York, Leeds and London, and Goole, which serves South Yorkshire, was seen as vital. The 19-seater Hopper buses will run from 6am to 11pm, Monday to Saturday to achieve this, while also providing an expected boost for local leisure and retail businesses.

The area has seen a wave of investment recently with Siemens Mobility, which began building trains for the London Underground at its new 67-acre site earlier this year, the latest new employer. Goole's newly bestowed freeport status is expected to fuel further opportunities.

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.

For further information, please contact:

Dan Jones or Chris Druce at Garnett Keeler PR

Tel: 020 8647 4467

Email: dan.jones@garnettkeeler.com or chris.druce@garnettkeeler.com

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