

5 June 2024**Asset Alliance Group sourced DAF LF Electric sparks interest at Law Distribution**

Law Distribution has hailed the strong performance of a 19-tonne DAF LF Electric supplied by Asset Alliance Group, after it put the zero-emission curtainsider through its paces in, and around, Liverpool.

The family-run business, headquartered in Haydock, is a member of the Palletline network, and worked the DAF 4x2 hard in a two-week trial that saw it making daytime deliveries and collections of palletised goods.

John Law, Managing Director at Law Distribution, says: “We have held off a little when it comes to electric as, like many operators, we were uncertain about how best to integrate the technology into our operations. However, when Asset Alliance Group offered the DAF LF Electric, a model that we are familiar with, we jumped at the chance.

“My drivers loved it as it’s very smooth to drive, there’s minimal vibration and it’s quiet, which is ideal for urban work in city centres. Decarbonising our fleet is a hugely important aim, and while we’re at the beginning of that journey, the electric DAF exceeded our expectations as a work tool.”

Law Distribution charged the LF’s battery overnight via a three-phase power circuit at its depot, which the business also uses to charge its electric forklifts.

Richard Worthington, Business Development Manager for Northern Region at Asset Alliance Group, facilitated the trial.

Asset Alliance Group, which is already a leader in the supply of electric buses and coaches, will be conducting electric truck trials throughout this year, supporting customers’ green journeys.

Rob Gwynn, who was recruited earlier this year as Strategic Development Manager at Asset Alliance Group as part of this ambition, says: “We were really pleased to offer Law Distribution a trial of the DAF LF Electric truck. The feedback has been encouraging and the ease at which the vehicle fitted into their operation demonstrates that in the right application, electric works and works very well.

“We look forward to supporting Law Distribution on their decarbonisation journey, as part of our emerging strategy to work with all our customers, advising on the right alternative fuel and associated infrastructure for their specific needs.”

Law Distribution has also recently added five Mercedes-Benz Actros 2548 BigSpace tractor units on contract hire from Asset Alliance Group. The renewals maintain its fleet at close to 50, with three-quarters of those assets having been supplied by the commercial vehicle specialist.

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.

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

AAG/790/24