

25 July 2024**Asset Alliance Group proves a smooth operator with new deal for Ashcrofts Mini Travel**

Ashcrofts Mini Travel has been “amazed” by the service received from Asset Alliance Group, after the vehicle finance specialist facilitated the addition of two new Yutong GT12 coaches.

The Wigan-based business has taken the 53-seat + 1, PSVAR compliant executive coaches on multi-year operating leases, ahead of the start of two new passenger routes in partnership with FlixBus this August.

Chris Ashcroft, Managing Director of Ashcrofts Mini Travel, says: “For me, what set Asset Alliance Group apart was their personal touch. They were great and did exactly what they said they would in a personable manner.

“When I’ve dealt with finance companies in the past, they’ve typically only cared about your bank balance. Asset Alliance Group were different. They took the time to visit, have a coffee, ask questions and really understand the business before making a quick funding decision.”

Ashcrofts Mini Travel will be running from Warrington to Hull (Route 72) and Liverpool to York (Route 74) for the fast-growing, asset-light FlixBus, a global travel-tech company that entered the UK market in 2020.

The new express coaches came via Yutong UK franchised dealer Pelican Engineering in full FlixBus spec. The GT12s have (DAF) MX-11 450hp engines, ZF axles and air-suspension, and are shod with Michelin 295/80 R22.5 tyres.

Taking the coaches on an operating lease has allowed Ashcrofts Mini Travel to minimise its capital outlay, with the option to offset rental payments against taxable profits as a business expense. Operators on such an agreement undertake the repair and maintenance of the vehicles themselves, returning or refinancing them at the end of the lease’s term.

“It’s an affordable way to do things and has allowed me to grow the business. The whole process with Asset Alliance Group was drama free. I can’t fault them,” adds Ashcroft.

Scott Burke, National Sales Manager at Asset Alliance Group, says: “It’s been a pleasure to deal with Chris, and I’m delighted to have been able to facilitate these two new vehicles for Ashcrofts. The team and I wish him every success with the new FlixBus services.”

Set up in 2006, Ashcrofts Mini Travel provides a range of passenger services, including holidays and travel through its Memory Lane subsidiary. Its fleet comprises 16 minibuses and ten coaches (including the new additions), supported by a staff of 26. It operates from Leigh, in Wigan, and has a depot in Golborne, Warrington.

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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