

22 August 2024

Asset Alliance Group's rental fleet helps Archway Travel kick-start new bus service

Fleetwood-based Archway Travel has taken advantage of Asset Alliance Group's rental offer to add nine new 8.9 metre Alexander Dennis (ADL) Enviro200 single deck buses to its growing fleet.

The new additions are supplied on five-year rental agreements and will be used to kick-start a new bus service for Lancashire County Council. The nine new buses are joined at Archway Travel by another used ADL Enviro200, funded via a hire-purchase agreement from Asset Alliance Group.

Sam Archer, Managing Director at Archway Travel, says: "We've never offered service routes before so this is very much a new venture and could be a real game-changer for our business. When I heard we had been awarded the contract, Asset Alliance Group were the first call I made.

"We have always received fantastic service from them, and we knew they would be able to provide us with the best vehicles for the job in the timescale we required."

The 30-seat ADL single-deckers will transport passengers on the 74 and 75 bus service routes from Fleetwood to Preston, previously run by Blackpool Transport.

Each new bus is powered by a clean Low Emission Bus certified Euro 6 engine and driven via a Voith Auto transmission. A lightweight design helps boost fuel efficiency, while comfort onboard is guaranteed with the manufacturer's high-back SmartSeats.

"Having brand new buses was really important and, via the rental option, Asset Alliance Group were able to deliver the vehicles quickly," adds Sam. "We sourced one used vehicle from another operator, but we wanted the majority of the service fleet to be new as it gives you that reliability and peace of mind. The two routes are quite rural, going through a lot of country lanes, so we needed buses we could rely on."

Scott Burke, National Sales Manager at Asset Alliance Group, says: "We've been supporting Sam and his business for quite a few years now and it's been rewarding to see the company go from strength to strength. It was a pleasure to be able to work with them again on this latest deal, marking a significant moment in Archway's history."

Archway Travel is a family-owned coach hire company, providing transport solutions for Blackpool, Wyre and Fylde areas for more than 30 years. It has a total fleet size of more than 30 vehicles, used for school contracts, private hire and the two new bus service routes.

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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AAG/796/24