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Andrew Morley joins Asset Alliance Group as Commercial Director to drive innovation and business growth

Asset Alliance Group has bolstered its senior management team with the appointment of Andrew Morley as Commercial Director within its Commercial Vehicle Division.

Morley joins the company from Petit Forestier, the refrigerated commercial vehicle hire business, where he held the same position.

Speaking about his move, Morley says: “The strength of the Asset Alliance Group brand, its comprehensive range of financial offers, and its best-in-class fleet management and compliance capabilities were a huge draw.

“I look forward to bringing my skills and experience to bear to ensure the business continues to innovate and set the pace in the commercial vehicle sector.”

Morley’s extensive experience includes 14 years as Group Sales Director at Prohire, where he was instrumental in developing their electric vehicle proposition. He has also held the role of Sales and Marketing Director at Schmitz Cargobull UK & Ireland during a successful career in the materials handling and commercial vehicle sectors.

Working alongside Paul Wright, Sales Director at Asset Alliance Group, Morley is tasked with driving the business’s contract hire, leasing, and rental activity to new heights as it continues to broaden its alternative fuels offer. He will report to Group Managing Director Michael Bycroft.

Willie Paterson, Chief Executive at Asset Alliance Group, says: “Andrew’s proven ability to bring new products to market, and his breadth of experience including with alternative fuels will play a pivotal role in Asset Alliance Group’s development as we support our customers with their decarbonisation journeys.”

Morley’s appointment comes after the recruitment of Rob Gwynn as Strategic Development Manager at the start of the year. Gwynn is working on increasing the number of alternative fuelled vehicles in the business’s fleet, amongst other projects to drive sustainability.

Asset Alliance Group has more than 5,000 vehicles on fleet and provides operators with light and heavy, dry freight, temperature-controlled and specialist vehicles via a complete range of financing options including contract hire, hire purchase, operating lease and rental.

It also offers general asset finance, helping customers to fund non-wheeled equipment and essential items such as warehouse equipment, forklift trucks and plant machinery.

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.

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