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Ardent Hire gets busy with new Beavertail Volvo trucks funded by Asset Alliance Group

Plant rental and sales specialist Ardent Hire has taken delivery of the first of 12 new Volvo FMX 420 trucks with plant bodies that are entering service in its national fleet.

Supplied on hire purchase deals, the rigids complete a major fleet renewal programme that began with the arrival of 20 high specification Volvo FH 500 6x2 tractor units at the end of last year, funded through Asset Alliance Group.

Gareth Clements, Group Operations Director at Ardent Hire, says: "We first got to know Asset Alliance Group after its purchase of Hanbury Riverside, and in the years since they've proven to be a reliable partner for our operation, which supplies first-class self-drive and operated plant equipment across the country.

"Ultimately, we know we can trust them to supply us with flexible and competitive terms, which has allowed us to continually drive our business forward and meet our customers' needs."

The latest arrivals from Volvo Trucks feature beavertail bodies by Webb Truck Equipment, Dura-Bright alloy wheels, GSR2 safety packages (including Forward Collision Warning and Advanced Emergency Braking System, Lane Keeping Support and Nearside Proximity Sensors), as well as full air-suspension.

The trucks are also equipped with AirBar safety systems, which can create a visual safety-zone around the vehicle when drivers exit the cab.

Paul Wright, Sales Director, Commercial Vehicle Leasing at Asset Alliance Group, facilitated the deal. The balance of the latest fleet renewals will enter service over the coming months.

Taking new trucks on hire purchase allows operators, such as Ardent Hire, to spread the cost of purchasing the assets, while handling the vehicles' maintenance in-house.

Ardent Hire runs an exclusively Volvo fleet, comprising of 32 trucks manned by 35 drivers. It supplies plant equipment to businesses across the UK, ranging from music events to onsite equipment for major housebuilders and construction projects. It has the largest telehandler fleet in the UK, and supplies forklifts, roto telehandlers, smart fuel tanks and a huge selection of attachments from its six nationwide depots.

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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