

17 December 2024

Asset Alliance Group makes outstanding debut with 46 DAF XFs for the Woodland Group

The Woodland Group has added its first leased DAF XF tractor-units to its fleet, after being impressed by the competitiveness of the overall deal and quality support provided by Asset Alliance Group.

Paul Eve, Head of Fleet Management at the Woodland Group, says of the three-year operating lease: "We traditionally outright purchase our trucks, but this time around we factored in cost of borrowing, the right deal for us and importantly our customers, and the DAF dealer network with its recognised roadside support to keep the fleet rolling.

"The commercial deal Asset Alliance Group put together for us was the most competitive in a tough market for suppliers, making the decision to change how we pay for our trucks, and to run DAFs for the first time, an easy one. The addition of three years' repair and maintenance cover direct with DAF as part of the deal being the differentiator."

The new DAF XF 480 trucks are compliant with the updated Direct Vision Standard and feature additional 360-degree cloud recordable viewing cameras to enhance road users and driver safety. The vehicles have a high specification with a focus on driver comfort to aid retention and include the Executive Pack option, which features updated beds, air-suspended seats and interior LED lighting.

The new trucks are a mixture of fleet renewals and additions to support several major new business wins. Thirty-two of the tractor-units carry the livery of an existing customer and will be based out of Barnsley. All the new trucks will run on hydrogenated vegetable oil (HVO) to further reduce the environmental impact on top of the huge amount of work the Woodland Group is doing and has done.

The deal marks the first time the Woodland Group has run the DAF product, having previously been an exclusively Mercedes-Benz powered fleet.

To ensure a smooth transition, Paul Eve and the Asset Alliance Group organised DAF-run "train-the-trainer" and driver training sessions, to ensure that the new equipment is used to its maximum potential, and that the operator's incentivised drivers can continue to be rewarded for delivering their best behind the wheel.

Paul Eve and the Asset Alliance Group also conducted dealer site visits to introduce those dealers to the Woodland Group.

Asset Alliance Group Sales Director for Commercial Vehicle Leasing, Paul Wright, worked with Jim

Agnew, National Key Account Manager at Asset Alliance Group, to facilitate the deal.

Wright says: “Having worked closely with Jim, Paul and Woodland’s directors to bring this deal together, it’s been hugely satisfying to repay the faith shown in us by delivering these excellent new vehicles into service, on time, to support this dynamic business.”

The Woodland Group runs a mixed fleet of 180 artics with a handful of rigids/vans, with 230 drivers and over 400 trailers across the UK, the majority being curtainsided together with some custom flatbeds. It typically embeds itself at customers’ sites providing seamless transport and distribution solutions nationwide. It works with customers in the packaging, print media, building and construction sectors.

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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