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### **Asset Alliance Group conjures up magical finance deal for AirSym**

AirSym called on Asset Alliance Group to magic up an electric double-decker Yutong U11DD bus in full Harry Potter livery to support its latest business win: transporting ‘muggle’ customers to the hugely popular Warner Bros. Studio Tour.

The Heathrow-based business, which also provides executive transfers from and to the UK’s busiest airport, runs an entirely Ultra Low Emission Zone-compliant fleet, and has proved an enthusiastic supporter of electric technology.

Allen Jey, Managing Director at AirSym, says: “We’re a young team and a young company, which has informed our thinking. We invested in our first fully electric vehicle in 2022 and now have eight. We sensed the way the market was moving, the desire customers had for zero-emission, and it’s paid off with our latest win supporting the Harry Potter tour at the studio.”

Running from 9am to 5pm, seven days a week from Victoria Coach Station in central London to Leavesden, Hertfordshire, the PSVR-compliant bus seats 74. It is equipped with a 385 kWh LFP battery pack and has a range of 300 miles, which is enough capacity for a full day’s work. The contract was awarded to AirSym by tour operator Evan Evans.

The Yutong has been supplied on a seven-year operating lease to minimise capital outlay. AirSym will handle servicing and maintenance of the bus in-house, backed by an eight-year manufacturer’s warranty.

“Asset Alliance Group were transparent to work with and when I challenged them to ‘beat the offer’ I already had on the table, they did,” adds Jey.

“We’re looking to bring more electric vehicles into the fleet, and we’ll certainly look to use Asset Alliance Group again as they are one of the few funders out there with an appetite to support this green technology.”

Martyn Bellis, Commercial Director, Bus & Coach at Asset Alliance Group who facilitated the deal, says: “It’s been a pleasure to be able to work with and support such a forward-thinking company. Helping businesses in and around the capital to decarbonise their fleets is something we’re proud to be playing a key role in.”

As well as executive transport, crew and VIP transfers both airside and from Heathrow airport, AirSym undertakes corporate and customer coach hire. Since 2017, the business has grown to comprise a fleet of 40 vehicles.

**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, hire purchase or rental. 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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