

28 April 2025**Asset Alliance Group refreshes long-standing relationship with NX Group**

Daventry-based NX Group has marked its 13th year of partnership with Asset Alliance Group with the delivery of 12 new DAF XG 530 trucks.

The latest fleet renewals were pressed into immediate service last year and have now been dressed for success in the company's livery.

Neil Powell, Managing Director at NX Group, says of the enduring relationship: "Our first interaction with Asset Alliance Group was when they provided six vehicles in 2012, and they have since supplied a large part of our fleet.

"At NX we pride ourselves on forming lasting partnerships with both our customers and suppliers, and Asset Alliance Group is a great example of this. They have consistently proven themselves, delivering a reliable and efficient service, modern vehicles, with a proactive attitude and excellent communication and customer service. We hope to continue our successful working relationship with them for many years to come."

The 12 new units are primarily based at NX Group's Crick depot, near the Daventry International Rail Freight Terminal, where its warehousing operation and transport team are based.

The DAFs have been supplied on two-year contract hire deals with repair and maintenance packages. This provides operators, such as NX Group, with peace of mind and the simplicity of a single monthly payment.

"We do tend to prefer short lease deals. They suit the business and allow us to ensure that our fleet is kept up-to-date with new vehicles. It also minimises costly additional maintenance or excess mileage charges," says Powell.

The deal was facilitated by Stuart Sadler, Business Development Manager for the Midlands and the South East. He says: "It's been a pleasure to play our part in supporting the growth of NX Group over the years and we look forward to a continuing, fruitful collaboration."

NX Group has a fleet of more than 30 commercial vehicles, consisting of a mixture of box-sided trucks from 18-tonnes up to 44-tonne tractor unit and trailer combinations. Founded in 2010, the group offers highly secure supply chain solutions, which provide efficient movement and storage of goods that require that extra level of care. It works with customers including technology resellers & retailers, fashion retail as well as those operating in the Gaming & E-sports and home goods 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, 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.

For further information, please contact:

Dan Jones or Chris Druce at Garnett Keeler PR

Tel: 020 8647 4467

Email: dan.jones@garnettkeeler.com or chris.druce@garnettkeeler.com

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