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Cresta Coaches renews its busy touring fleet via rental deal with Asset Alliance Group

Bridgend-based Cresta Coaches has taken delivery of two new Temsa vehicles to transport passengers in reliable comfort after signing a rental agreement with Asset Alliance Group.

The coaches have been pressed into immediate service transporting domestic and inbound tourists across the UK and to the continent, in what from now to late autumn is the business's busiest period.

"We have a business partnership with Leisuretime by Toureasy and as part of our commitment we maintain a young fleet," says Ian Williams, the co-director of Cresta Coaches with wife Diane.

"Unfortunately, there's still significantly long lead times if you want to buy new coaches in the UK directly from the manufacturers. So, the ability to secure these new additions from Asset Alliance Group's rental fleet and get them working while we're at our busiest has been fantastic."

Finished to a high specification, the HD12 and HD13 coaches feature partial-leather seating with dedicated power supplies for customer devices, wood floor panelling, Wi-Fi, air-conditioning, internal camera systems, drinks stations, and toilets, with capacity for 53 and 57 passengers, respectively. The vehicles' liveries have been produced by Elite Signs in Bridgend.

The new coaches, which replace older vehicles, are powered by PACCAR MX-11 (10.8 litre) engines and ZF automatic transmissions. They will each average 80,000km to 100,000km a year, working five to six days a week.

Asset Alliance Group also provided Cresta Coaches with financing for a new Temsa HD12 delivered into the business on a hire purchase deal at the start of the year. It recently facilitated the purchase of a used Mercedes-Benz Tourismo that Cresta had previously leased, too.

"I've found Asset Alliance Group to be highly knowledgeable and customer oriented. However, what stands out most for me is their willingness to have a conversation around financing, deal terms and deposits. They genuinely seem to want to help operators achieve their goals," adds Williams.

The recent deals were handled by Paul Fairbanks, Business Development Manager, Bus & Coach at Asset Alliance Group.

Cresta Coaches' 19-strong fleet undertakes school runs for local authorities, provides private hire and short break services and fulfils both UK & European tour work, with vehicle fleet sizes ranging from 16-seaters up to 70-seat executive coaches.

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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