

**13 August 2025****Asset Alliance Group's calibre leads to new deal with Bullet Express**

Bullet Express has again turned to Asset Alliance Group to supply it with new rigid trucks and semi-trailers after a business win in the automotive sector.

The logistics, distribution and storage specialist, has taken delivery of six 18-tonne DAF LF 260s – three box bodies and three curtainsiders with cantilever tail lifts – to service the contract that started this summer.

Two straight-frame box body Lawrence David semi-trailers fitted with cantilever tail lifts, and two moving deck box body double-decker Tiger Trailers with cantilever tail lifts, have also joined Bullet Express' vehicle fleet. This is via a three-year contract hire deal that includes repair and maintenance.

John McKail, who led a management buyout of the Bothwell headquartered business in October 2023 and is Group CEO at Bullet Express, says: "We have worked with Asset Alliance Group for many years. Genuinely, for me in Scotland they are the best at what they do.

"I can't speak highly enough of people such as Dougie Bennett [Business Development Manager at Asset Alliance Group] who work hard to personalise the account to suit our business' needs."

The latest additions take Bullet Express's fleet to 142 strong, with most of the vehicles supplied via Asset Alliance Group as part of a relationship that is close to a decade in length.

Under McKail's leadership, Bullet Express has grown its overall contract logistics activity, with contract backed business now contributing up to 70% of company revenues. This has provided surety and allowed it to secure new assets backed by work.

"Asset Alliance Group always delivers a competitive deal. However, just as our business is increasingly about long-term partnerships and the extra value we can deliver for our customers, when it comes to sourcing vehicles, it's no longer about simply striking the cheapest deal. We're looking for more, in this instance, trucks with customised tail-lifts to ensure we deliver and collect automotive products in a safe manner: and we welcome the reliability and valuable support that we get from Asset Alliance Group," says McKail.

The liveries for the new vehicles have been produced by Zero Seven Graphics in Clydebank.

Serving sectors including automotive, aviation, FMCG, retail, construction and electronics, Bullet Express has grown from 88 to 150 staff in the last four years. As well as contract distribution, the business operates an express pallet hub handling 300,000 pallets a year. It has more than 500,000 sq ft of combined storage space with capacities for 34,000 pallets of storage, providing specialist

aerospace services, and international supply chain services connecting supply chains globally.

## **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.

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