

20 August 2025**Asset Alliance Group makes key appointments to support rapid growth in Bus and Coach**

Mark Fenton and Chris Mobbs have joined Asset Alliance Group's fast-growing Bus and Coach division as Business Development Managers, adding strength and depth.

The roles see Fenton covering the south of England, while Mobbs will concentrate on London, East Anglia and the East Midlands.

Darren Fitzpatrick, Sales Director, Bus & Coach at Asset Alliance Group, says: "We've experienced strong growth in our sector during the past few years. Our recent move into bus and coach rental has proven extremely popular and has been well received, with demand exceeding our expectations.

"The arrival of Mark and Chris will allow us to continue meeting our customers' needs, boost our capability to match demand and ensure we deliver the outstanding level of customer service we're known for."

Fenton has extensive experience in the contract hire and rental sector and was most recently with coachtraders, stating: "I'm thrilled to be joining the team at Asset Alliance Group and am looking forward to working with new and existing customers in the south."

Mobbs, previously with Mistral Group and having worked with Dawsonsgroup too, described his excitement at joining a company with a reputation for excellence and customer service.

"I'm looking forward to helping the team, meeting new and existing customers and contributing towards the group's continued growth and success," he adds.

The strong performance of Asset Alliance Group's Bus and Coach division helped propel the business higher in the 2025 edition of the prestigious Asset Finance UK 50 – a who's who of the lending sector published this summer. Asset Alliance Group was recognised as achieving the strongest percentage growth in one year, which saw it move from 49th to 38th in the overall rankings.

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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