

**25 September 2025****Asset Alliance Group shifts into a higher gear with new key management appointments**

Adding strength and depth, Asset Alliance Group has made a series of promotions and appointments within its commercial vehicle (CV) division to bolster its capabilities.

**Jon Roche**, previously an Operations Director at UK Asset Services, and with extensive experience in fleet sales, has become the Group's first Head of Procurement, Pricing and Specification.

He will be supported by the vastly experienced, and newly recruited, Pricing & Specification Co-ordinator, **Rachael Lindop**. Lindop was with Prohire for close to 17 years, most recently as Fleet Supply Chain Manager.

Asset Alliance Group has also promoted **Zoe Maudsley**, previously Depot Manager at its Ipswich site, to the newly created role of National Rental Manager to spearhead a renewed focus on CV rental.

**Chris Shaw**, the new Head of Used Vehicle Sales at Asset Alliance Group, has previously worked for both Mercedes-Benz Trucks as Export Sales Manager, and as General Manager for National Used Sales at Scania Group.

In the Sales division there are two new senior appointments. **Steve Martin** has returned to Asset Alliance Group – where he was previously Head of Sales for Contract Hire – after almost five years as Sales Manager with trailer manufacturer Chereau. Martin's new role as Business Development Manager will see him cover London and the south of England.

Completing the line-up, **Shaun Robson**, previously of Prohire and Close Brothers Vehicle Hire, has joined the CV division as Business Development Manager covering the Midlands region.

Marc Mellon, Operations Director at Asset Alliance Group, says: "These key appointments will allow Asset Alliance Group to expand its service offer within the CV market, while ensuring the top-quality customer service that we're rightly known for is maintained even as we grow.

"It's testament to the business today that we've been able to attract this calibre of individuals, and I've no doubt that our competitive and comprehensive suite of rental, lease, contract hire and general asset finance options, will be enhanced by the focus these individuals will bring to bear."

**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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