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### **Asset Alliance Group hits the target for ArrowXL with its first owned truck**

ArrowXL, the two-person delivery business, has added its first directly operated tractor unit – a Mercedes-Benz Actros L with ProCabin – to its commercial vehicle fleet with the support of Asset Alliance Group.

The operator has previously outsourced its heavy traction requirements to third-party suppliers. However, Ian Pearson, Procurement Manager at ArrowXL, says that following the recent purchase of the company by French logistics giant Jacky Perrenot, there is now a willingness to explore new approaches to boost performance.

“We did our homework and realised we could make significant savings and add operational flexibility with this fantastic, fuel-efficient truck, which runs from our Worcester hub down to Devon and Cornwall, if we did it ourselves.

“Crucially, it was a model that Asset Alliance Group had in stock, which meant we could act quickly once we’d made the decision. Although it won’t be running at maximum weight, it will be pulling a double-deck trailer and with 480hp it won’t be underpowered. It’s a fantastic bit of kit, which has been great for driver acceptance,” he says.

Taken on a three-year contract hire deal with full repair and maintenance, Asset Alliance Group organised driver training through the Mercedes-Benz dealer network to maximise driver safety and comfort and allow them to realise the truck’s MPG potential.

“Using contract hire provides us with cost surety over the period. It also frees up our transport and operations people to focus on service delivery, with the servicing requirements for the truck, which trunks through the night, handled by the local dealership during the day,” explains Pearson.

Having worked with Asset Alliance Group before in another role, Pearson says a big factor in returning to them is how straightforward they are to deal with, with proposals that are clear and easy to understand.

“Another big thing for me is that they are accessible – you can speak to somebody directly and have a conversation. Jim Agnew [National Key Accounts Manager] and the team at Asset Alliance Group are interested in your business and making it a success. They always provide excellent service,” he adds.

ArrowXL is a two-person home delivery specialist delivering big ticket items to customers on behalf of national retailers, manufacturers and e-commerce businesses. It has a fleet of approximately 100 7.5-tonners over 100 trailers and delivers throughout the UK six days per week.

## 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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