NEWS RELEASE

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Senior appointments accelerate Asset Alliance Group's growth ambitions

News Summary:

- Anthony Jones and Matthew Board promoted to expanded roles, bringing focus to new opportunities.
- Asset Alliance Group simplifies structure with the aim of boosting performance and serving a wider range of customers.

Asset Alliance Group has made key changes within its senior management team, as it looks to broaden its reach, expand its customer base and build on the business's service offer within the commercial vehicle sector.

Anthony Jones has assumed the role of Commercial Director – Commercial Vehicles at Asset Alliance Group. He was previously Head of Vendor Finance and Key Accounts, having joined the vehicle finance specialist in 2021.

Matthew Board, previously Head of General Asset Finance, has become Head of Vendor and Corporate Accounts at the business, which he joined in 2022.

Michael Bycroft, Managing Director at Asset Alliance Group, says: "I'm delighted to announce these well-deserved promotions, which come on the heels of a successful period that has seen us invest heavily in the technology, and people, underpinning our business."

The key appointments come as the company streamlines its operations from four into two divisions: Commercial Vehicle and Bus & Coach, with its vehicle, vendor and asset finance now housed within these distinct streams.

Jones says: "This is about putting the structure and expertise in place to facilitate further growth and simplify our reporting framework, while ensuring the integrity we're known for is maintained.

"We've built an extremely successful business within contract hire that we're proud of, but we also recognise there are very different requirements between an owner-operator and a business with 100 trucks that we are seeking to address. This new structure will allow us to serve a wider range of customer needs more efficiently."

The new approach will also allow Asset Alliance Group to better serve customers in parts of the market that require dedicated equipment, be that trailers, rigids, or specific disciplines such as refuse, construction or car transportation, further diversifying its offer.

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While contract hire remains the bedrock of the commercial vehicle business, Asset Alliance Group has seen strong growth in servicing larger key accounts in recent years. Its vendor finance offer, led by Jones, has performed strongly too supporting everything from used asset sales through to large-scale fleet renewal cycles.

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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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