



## PRESS RELEASE

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### ASSET ALLIANCE GROUP PLEDGES SUPPORT FOR TRANSAID

The UK's fastest growing commercial vehicle finance and sales company, Asset Alliance Group, has signed a three-year corporate partnership agreement with international development organisation Transaid.

By becoming a corporate partner, Asset Alliance Group will contribute time, knowledge, and resources to support Transaid's road safety and access to healthcare projects across sub-Saharan Africa, where it has been working to save lives for more than 25 years.

Willie Paterson, Chief Executive of Asset Alliance Group, says: "We had the opportunity to meet the Transaid team and talk to supporters at their recent showcase event in London, and we knew from that moment this was a charity we wanted to get behind.

"They do incredible work with local partners and governments across multiple countries to help transform lives through safe, available, and sustainable transport. We see huge potential for their projects to scale further, and we are excited to be part of their journey."

Asset Alliance Group now adds its name to a distinguished list of more than 30 companies from across the transport and logistics sector to hold a corporate partnership with Transaid, including vehicle and equipment manufacturers, trade associations and major fleet operators from the freight and passenger transport sectors.

Caroline Barber, Chief Executive of Transaid, explains: "When companies join us as a corporate partner, we benefit from vital unrestricted funds which allow us to pilot new projects and demonstrate their potential, before bidding for larger scale donor funding. Such income was essential to trialling our first professional HGV and PSV driver training projects in Tanzania and Zambia – work we've gone on to grow significantly, and in multiple countries.

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“In return, our corporate partners have the exclusive opportunity to become directly involved in Transaid’s projects, as well as benefit from volunteering and brand engagement opportunities.”

For more information and to find out how you can support the organisation visit [www.transaid.org](http://www.transaid.org).

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**Note to Editor:**

**About Transaid**

Transaid transforms lives through safe, available, and sustainable transport. Founded by Save the Children, The Chartered Institute of Logistics and Transport (CILT), and its Patron, HRH The Princess Royal, the international development organisation works with communities, partners, and governments to solve transport challenges throughout sub-Saharan Africa.

Transaid works in two core areas, road safety and access to health, to solve two of the biggest transport challenges in sub-Saharan Africa. Transaid’s road safety work focuses on influencing safe driver behaviour with long term programmes in Ghana, Tanzania, Uganda and Zambia, responding to local needs for improved training for drivers and riders of trucks, buses, motorcycles and forklift trucks. On the access to health side, Transaid is working with local partners and communities to strengthen access to health services, primarily in rural areas. They are also working to strengthen health supply chains in collaboration with local partners and governments.

Transaid enjoys strong backing from the transport and logistics industry and the active involvement of its patron, HRH The Princess Royal.



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