

31 August 2016

David Potter appointed Commercial Development Director at Asset Alliance

Asset Alliance, part of the Asset Alliance Group and a specialist in commercial vehicle contract hire, finance, rental and leasing, has appointed David Potter as Commercial Development Director.

Potter, 50, joins Asset Alliance after six years as Managing Director of fleet management and contract hire company Axis Fleet Management.

As Commercial Development Director at Asset Alliance, Potter will work to further develop the company's sales propositions and commercial partnerships.

Commenting on his new position, Potter says: "What really attracted me to this role was the appetite I saw within the team to grow the business. There's a clear strategy in place to double the size of the company within three years, so the challenge for me is to help steer the company towards this ambitious target through developing new offerings and by bolstering commercial propositions. I'm looking forward to being at the forefront of this expansion, and to ensuring Asset Alliance is recognised as the industry partner of choice."

Potter brings almost three decades' industry experience to the role, after starting his career as Contract Manager at Ryder. He then held the position of Operations Director responsible for UK Fleet & Engineering division as well as Health and Safety and Carbon Programme at DHL for Europe, before assuming the role of Managing Director at Axis Fleet Management.

Potter has also held positions with Exel Logistics (part of DHL) and Yates' Wine Lodge.

Asset Alliance Group prides itself on being an independent finance house, which means it takes all financial and asset risks in-house and can be more flexible in its offering. The Group is poised for significant growth and future acquisitions after securing a £75m revolving Asset Based Lending deal led by Royal Bank of Scotland and supported by HSBC – an agreement that strengthens the Group's unique approach to purchasing, refinancing and procuring vehicles for its clients, by using its own funds and buying power to supply multi-brand assets on any combination of contract hire, operating lease, finance lease or hire purchase.

ENDS

Note to editors:

Asset Alliance Group is redefining the way companies acquire commercial vehicles, through its brands [Asset Alliance](#), [ATE Truck and Trailer Sales](#), [Forest Asset Finance](#) and [Total Reefer](#).

The Group occupies a unique position in the market, as it uses its own funds and significant buying power to supply multi-brand vehicles on any combination of contract hire, operating lease, finance lease or hire purchase. 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 ATE Truck and Trailer Sales, which protects customers from overly strict return conditions commonplace in the industry. Its modern workshop facilities also keep end-of-life costs to a minimum and provide the opportunity to refurbish vehicles in-house for an additional life in service.

The Group is headquartered in Wolverhampton and was founded in 2010 by Willie Paterson, former Director of Commercial Finance at Alliance & Leicester plc.

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