

1 March 2016

### **DAF deal bags Total Reefer pizza the action at Domino's**

Total Reefer has secured a major deal with pizza takeaway giant Domino's, supplying five 26-tonne DAF rigids and two tractors on a five-year full-service contract hire agreement.

The five DAF CF rigids supplied by Total Reefer, part of the Asset Alliance Group and a specialist in temperature-controlled vehicle contract hire and leasing, are equipped with Gray & Adams bodies and Carrier Transicold Supra refrigeration units. Meanwhile, the pair of DAF CF 4x2 tractor units will be used to support Domino's nationwide trunking routes.

John Lee, Group Transport Manager at Domino's, says: "Finding a partner that respects the cold chain is essential in this business. As such, we decided to work with Total Reefer based on the company's temperature-controlled sector expertise and focus on understanding its customers' individual requirements.

"The company's attention to detail and fast, efficient customer service sealed the deal for us – combined with a competitive full service contract hire rate."

The new arrivals will be in operation 24 hours a day, six days a week, with each of the rigids expected to clock up approximately 75,000 miles on the road annually, delivering to the company's high street takeaways.

The DAF rigids' bodywork is specified to the customer's precise requirements, with a uniquely profiled 'top hat' floor that allows air to flow under the loadspace, maintaining optimum conditions for transporting dough.

Total Reefer has arranged to use a DAF dealership in Milton Keynes to service the new arrivals – a site conveniently close to one of Domino's key delivery hubs. The rigid trucks' powerful cooling units, which also feature a sound-dampening kit for urban operations, will be serviced by Carrier Transicold for the full length of the contract hire agreement – ensuring they remain in peak condition.

Total Reefer will retain ownership of the trucks as part of the deal – which encompasses all associated operational costs, including tyre replacements, full servicing, maintenance and repair requirements, safety inspections, road fund licensing and breakdown cover.

"We've found Total Reefer's staff – from the delivery drivers all the way up to Sales Director Steve Barker – a pleasure to work with, and very approachable for anything we need," adds Domino's John.

Total Reefer will also ensure that annual temperature control testing and certification, plus full F-Gas regulation compliance, is included – guaranteeing total peace of mind for the customer.

At the end of the term, Domino's simply returns the trucks to Total Reefer – removing any of the hassles typically associated with vehicle disposal, and allowing the company to focus on its core business.

Domino's currently operates a fleet of 60 commercial vehicle assets from three main depots around the UK.

## **ENDS**

### **Note to editors:**

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### **About the Asset Alliance Group**

Asset Alliance Limited was founded by Willie Paterson, former Managing Director of Alliance & Leicester Commercial Finance PLC with investment capital from one of the UK's leading private equity companies, Cabot Square Capital LLP.

In early 2010, a number of senior managers from within the commercial vehicle industry, who share a passion for delivering a high quality service designed to meet the individual needs of customers, were recruited and the company began trading in May 2010.

Sales and administration offices were quickly established in Scotland and then Wolverhampton, where the Asset Alliance Group was established in 2011 following a merger with ATE Truck and Trailer Sales Ltd, the UK's leader in used trailer and truck sales. In September 2013, the group purchased refrigerated trailer specialist, Total Reefer, and in January 2016 added specialist bus and coach finance intermediary Forest Asset Finance to the group portfolio.

Today Asset Alliance Group is financially robust and accesses its own funds provided by independent investors. With a strong client base, the number of assets under management has grown rapidly in recent years as the group provides flexible finance and funding solutions at times when other lenders are withdrawing such support the industry.

For more information please visit [www.assetallianceltd.com](http://www.assetallianceltd.com)

AAG/007/16