



Affinity: together, stronger

With more than ten million leased vehicles on UK roads there has never been a better time to consider a Fleet Alliance Affinity Partnership.

Big business benefits

Fleet Alliance is a vehicle finance provider and fleet solutions specialist with over 10 years experience in the market. As one of the first companies of our kind to introduce a Partnership Programme, Affinity represents the second phase of an already market leading offering.

A couple of facts:

- We fund in excess of 3,000 vehicles per annum
- The average combined value per annum of vehicles financed through us is in excess of £76 million

Fleet Alliance Affinity Partnership

Affinity is our Partnership Programme which enables both experienced market professionals and new entrants to sell to their existing client base or prospects by utilising a pre-packaged and ready to use vehicle finance offering.

Key Affinity features:

- Immediate entry into the vehicle finance market
- An association with an established brand
- A full suite of vehicle finance products and services
- Full back-office support

Some of the advantages are:

- Removal of the typical gestation period for new businesses
- Positive brand association
- Immediate access to top-tier finance rates and manufacturer buying terms
- Administration-free operation
- Autonomous business model



Our product: punch above your weight

You bring the ability - we supply the tools. An Affinity Partnership provides you with an immediate competitive advantage.

Through the Affinity Partnership programme Fleet Alliance offers established and new start businesses to our market the opportunity to commence trading in the vehicle finance market with the minimum of setup.

What we offer

We offer a pre-packed business model designed to get you trading straight away. This includes access to:

- A complete range of corporate and personal finance products
- Concilium, our innovative online vehicle procurement and data management system
- Five on-line quotation systems from some of the UK's leading finance providers
- Exclusive Fleet Alliance buying terms
- Access to our nationwide dealer network
- A dedicated web-based Affinity Partner Area
- Complete back office support for vehicle ordering, processing and administration

In addition we operate a competitive reward scheme: Affinity Partner Incentives. This is open to all our Partners who receive bonuses based on the volume of business placed through us. All of these features are available to our Partners from day one.

What do we see in our Partners?

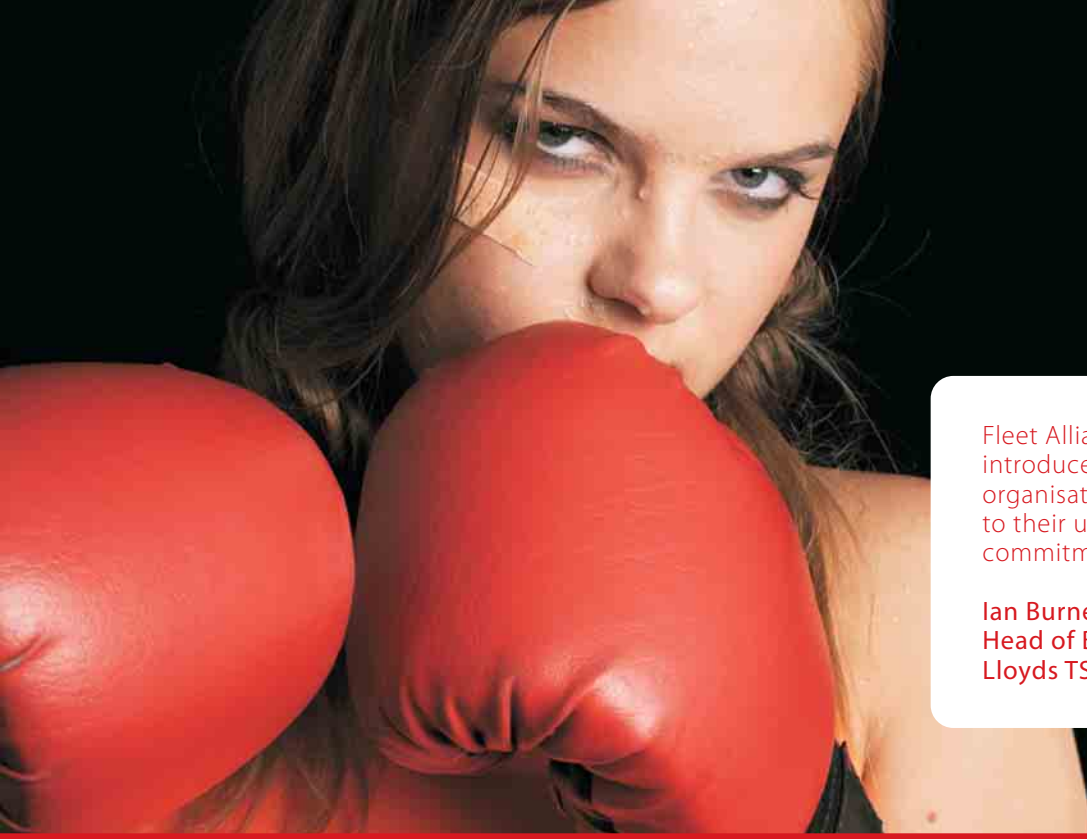
Whereas most of our Partners join us as experienced vehicle finance professionals it's not a pre-requisite. A proven ability to win new business and create new relationships is our main criteria.

What options are available?

Our partners can choose between two trading styles:

- New-start businesses:
Operate under your own trading style or take advantage of the widely recognised Fleet Alliance brand.
- Established businesses:
Continue to trade under your own brand with your affiliation to Fleet Alliance remaining completely invisible to your client base and business partners.

We make no differentiation between Partners—our level of support and commitment is the same for all.



Fleet Alliance is Lloyds TSB autolease's largest introducer. They are a truly professional organisation whose success can be attributed to their understanding of the market and commitment to exceed client expectations.

Ian Burnett
Head of Broker Development
Lloyds TSB autolease

Pricing and products: come out fighting

What good is a brand without a market-leading product? What good is a product without variety? We offer it all—and your clients will know the difference.

Competitive pricing is vital in winning and retaining business. As an Affinity Partner you will have immediate access to the outstanding buying terms and manufacturer discounts Fleet Alliance has spent years developing with many of the market's leading finance providers.

Our Affinity Partners are privy to these discounts meaning that you can offer a competitive product to your clients.

Playing the field

Fleet Alliance is completely independent and as such Affinity Partners are not tied to any one of our Finance Partners. By offering you a wide range of finance providers you have a greater opportunity to provide your clients with competitive quotations.

It's all about choice

In today's market there are a wide range of products available. Whilst contract hire remains the most popular, we recognise that each individual's requirements will differ and therefore offer a full suite of corporate and personal vehicle finance products.

Our product range includes:

- Contract Hire
- Finance Lease
- Personal Contract Purchase
- Sale & Leaseback
- Personal Contract Hire
- Contract Purchase

In addition, you have access to a complete range of bolt-on products which include spot hire, daily rental and our own service, maintenance and repair product, Fleet Alliance Technical Services.

Our maintenance product can be attached to every vehicle you fund irrespective of Finance Partner utilised and is supported by a web-based system which allows clients to book their service online.



Working with Fleet Alliance has provided the extra support and direction that was vital to getting our business off the ground.

Their willingness to help, competitiveness and the systems that are in place ensure that we get the very best opportunity to win business from prospective clients.

Tim McNally
Wessex Fleet Solutions

Service: exceeding expectations

An Affinity Partnership is about all of us. We build rewarding, long-term relationships on the premise that we need our Partners as much as they need us.

The core of our Partner programme is the Partner Support Team whose sole objective is to facilitate the smooth progression of the entire order process from quotation to delivery.

How do we do it?

Every one of our Affinity Partners has direct access to named members of the Partner Support Team including their own:

- Sales Support Administrator
- Head Office Account Manager
- Field Account Manager
- Affinity Mentor

Our entire Affinity team shares an in-depth operational knowledge of our entire business and can readily provide you with the following support:

- Advice on manufacturer buying terms and dealer supply
- Quotation systems queries
- Achieving successful underwriting

A resource dedicated to you

Our team takes responsibility for all aspects of pre and post order administration making the process as quick and as efficient as possible.

They are responsible for the following tasks:

- Progressing deliveries
- Liaising with dealers
- Responding to your client queries
- Preparing finance documentation

We remove the administrative burden, freeing up your time and allowing you to concentrate on growing your business.



The order process: playing the game

Our online order-to-delivery process has been designed with our Partners firmly in mind. You concentrate on your core business, we deal with all the rest.

Your involvement

step one You provide quote & finance proposal

Our involvement

step two We arrange credit

step three We send paperwork to you

step four We/you order the vehicle

step five We issue finance documentation

step six We update you

step seven We/you arrange delivery

This illustration is based on us processing the paperwork on your behalf and liaising with you. You then pass the paperwork and information on to your clients. Alternatively, we can communicate with your clients directly.

Either way, your administration is kept to a bare minimum.

In summary

A Fleet Alliance Affinity Partnership offers you three fundamental elements:

- Easy entry to the vehicle finance market
- An outstanding range of products and services
- Unsurpassed levels of back office support

Fleet Alliance led the way in introducing this concept and has gone on to become one of the leaders within our market. The continued success of both ourselves and our Partners is based on one simple tenet:

We offer our Partners a range of products that are both innovative and competitive whilst removing the administrative burden incurred by selling them.

We look forward to welcoming you.