

Press release

Alphera celebrates 10th anniversary year with partner programme

Award-winning independent finance provider, ALPHERA Financial Services UK, will celebrate its 10th anniversary in 2016 with a programme of high profile partner activities. Culminating in an invitation-only gala event at the end of 2016, the year will see Alphera deliver bespoke industry research, speak at renowned conferences and distribute engaging video and social media content – all as part of its commitment to further share and develop best practice with its dealer and broker partners.

Spencer Halil, director of ALPHERA Financial Services UK, comments: “This year is pivotal in our development. Celebrating 10 years in the UK, through recession and boom times, is a great achievement and we want to share our thanks with the partners who have been with us during the past decade.”

Halil continues: “However, we won’t just be celebrating past success; we also want to use this opportunity to look forward. We will be producing a comprehensive report into financing the car of the future, launching the project in late spring and delivering the final results at our end of year birthday celebrations, so please do let us know if you would like to be involved.

“We will also be investing in our operations across commercial finance, premium captives and product development in order to provide an even greater offering to our partners, whatever their needs. We have ambitious growth targets and look forward to an exciting and successful 12 months in 2016.”

Based in Farnborough, Hampshire, Alphera operates across the F&I sector with franchise dealers, independents and brokers for all marques (except BMW), providing wholesale and retail finance packages and insurance products for new and used

Subject **Press release**
Date 17.02.16
Page 2

vehicles. This year (2016) marks a milestone for Alphera, in which the company celebrates ten years in the UK market.

Established in 2006 as part of the BMW Financial Services Group, but operating independently of the German car marque, Alphera is able to offer the best of both worlds. The financial backing and industry expertise of a premium manufacturer, combined with the agility and flexibility of being an independent finance provider, has seen Alphera enjoy double digit growth for successive years.

Alphera is inviting dealers and brokers to get involved in its 10 year anniversary celebrations through a series of events and best practice activities throughout the year. Dealers and brokers can get involved, and help to shape the next ten years in motor finance, by visiting the Alphera website and following the activity via its social media channels.

www.alphera.co.uk | Twitter: @AlpheraFS

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For additional information or images, please contact Aimee Postle or Zoe Birch at Prova PR on 01926 776 900 or zoeb@provapr.co.uk.

Notes to editors:

About ALPHERA Financial Services

ALPHERA Financial Services UK is based in Hook, Hampshire. Alphera operates across the F&I sector with franchise dealers, independents and brokers for all marques (except BMW). In 2015, Alphera Financial Services UK was awarded the Credit Today Car Finance Provider of the Year and Motor Finance Europe Independent Finance Company of the Year awards.

Subject **Press release**
Date 17.02.16
Page 3

Worldwide, Alphera provides innovative vehicle finance solutions in more than 25 countries, including the USA, South Africa, Australia and Germany. To find out more, visit www.alphera.co.uk.