



Press Release

ALPHERA Financial Services shortlisted for two industry awards

The push by ALPHERA Financial Services towards simplicity, transparency and fairness in the sector has been recognised, with the leading independent motor finance provider shortlisted for two categories at this year's Credit Today Awards.

Due to take place in May, the awards celebrate innovation and best practice within the finance industry. In addition to being nominated as "Car Finance Provider of the Year", Alphera has been announced as a finalist for the "Treating the Customer Fairly" award, in recognition of its sector leading efforts.

The nomination comes after eight years of consecutive growth for the motor finance provider, with double digit growth for the past two years in the UK.

Andy Gruber, director of ALPHERA Financial Services comments: "We're incredibly proud to have been shortlisted for both awards. They take into consideration not only our financial success, but our continuing efforts to put the customer at the heart of everything we do."

Now in their 16th year, the annual awards are judged by a panel of 18 industry specialists. The two awards will assess all areas of the business including; financial results and HR practices as well as the company's contribution to the betterment of the industry and their commitment to treating customers fairly.

Andy Gruber continues: "Over the past year we have continued to evolve the business to the needs of both our dealer and broker partners as well as the customer. As part of this we've introduced a new, first to market, customer-focussed business model, which is resulting in an uplift in finance penetration for our partners. We've also hosted roadshows, events and a free webinar advising on new FCA guidelines which has benefitted more than 750 dealers and brokers. We're delighted to have been recognised by Credit Today due to all of our hard work and are looking forward to the winners being announced."

The winners for each category will be announced 14th May at a ceremony at Grosvenor House, London.

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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). 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.alpheraco.uk.