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## **Alphera grows premium captive team as demand rises**

Award-winning independent finance provider, ALPHERA Financial Services, is expanding its bespoke premium captive team to deal with increased sector demand. The premium captive division, which supports customers buying prestige vehicles, has seen a continued growth of 30% year on year. The team now comprises five dedicated personnel providing captive finance support for Rolls Royce Motor Cars Financial Services and Aston Martin Financial Services.

Lisa Appleton will be looking after the north of England after four years as a Relationship Manager for Lexus/Toyota FS. Tony Roff will take the southern division, having previously worked within the region for 12 months. He was formerly a Business Development Manager for the BMW retail network and, prior to this, worked in Alphabet, BMW's corporate leasing and contract hire division.

Carla Pon has recently taken on the role of Concierge Manager and, prior to this, spent eight years at BMW's Park Lane site working in VIP sales. Carla supports the Rolls Royce retailer network and will work with its clients on a one-one basis. She will be supported by David McGuinness, who has just taken on the internship role of Concierge Support Assistant.

Nick May, Head of Premium Captives at ALPHERA Financial Services, comments: "We are delighted to be expanding our premium captive team; I am very pleased to welcome Lisa, Tony, Carla and David on board. There has been a consistent strong rise in the number of finance contracts being arranged and we need to support continued growth."

The premium captive division offers a personal approach, with a bespoke concierge service which assigns a single member of the team to all aspects of a customer's



needs – from sourcing a vehicle to contract settlements. Team members also take time to investigate residual values, offering owners protection against the depreciation of their vehicle.

May continues: “We focus on creating a smooth customer journey with a seamless transaction as soon as a purchase decision has been made. This individual attention is a vital component of our success and I am confident that, with the expertise from our additional team members, we will continue to expand in the future.”

The premium captive team funds both new and used vehicles, at a rate of one new to every three used.

**ENDS.**

**For additional information or images, please contact Aimee Postle or Dan Hemming at Prova PR on 01926 776 900 or [alphera@provapr.co.uk](mailto:alphera@provapr.co.uk)**

**Notes to editors:**

**About ALPHERA Financial Services**

- Part of the BMW Group, the multiple award-winning ALPHERA Financial Services is based in Farnborough, Hampshire, and celebrates its 10<sup>th</sup> anniversary in the UK market in 2016.
- Founded on a customer-centric culture of innovation and a suite of market-leading commercial and consumer finance products, Alphera UK has grown consistently year-on-year and now supports in excess of 1,300 broker, franchise and independent partners for all marques (outside of BMW and MINI).
- Taking a lead in the premium space, Alphera is the captive finance provider for Rolls-Royce Motor Cars Financial Services and Aston Martin Financial Services, as well as being the official partner for the Tesla stores in the UK.
- Worldwide, Alphera provides innovative vehicle finance solutions in more than 25 countries, including the USA, South Africa, Australia and Germany.



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