

PRESS RELEASE

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Alphera launches seven-day underwriting solution

Leading independent motor finance provider, ALPHERA Financial Services, has unveiled a new seven-day underwriting solution to further support its retailer and broker partners. Opening later in the evenings during the week and for longer on a Saturday, the premium underwriting service will also now be available on Sundays.

Thought to be the first independent provider to offer seven-day underwriting, and following a year of record business growth, Alphera has also grown the size of its underwriting team by more than 30%. From next month (March), the experienced underwriters will offer personalised finance solutions seven days a week, including opening 10am to 4pm every Sunday.

Director of ALPHERA Financial Services, Andy Gruber, comments: "It is no secret that, as consumers, we are all looking for increasing convenience and flexibility in the way that we shop. The automotive sector has responded by implementing extended showroom opening hours but, until now, it has been difficult to conclude the conversation with the consumer if the finance could not be authorised.

"Last year saw record finance penetration figures and all the signs are that 2015 could perform strongly as well. We're committed to playing our part and helping our partners to write even greater business volumes, all while treating the customer fairly. Stripping out waiting times and simplifying the process will allow retailers and brokers to focus on the car buying journey, supporting consumers throughout their decision-making and, ultimately, prompting loyalty and return business."

Brokers and retailers looking to take advantage of ALPHERA Financial Services' seven-day underwriting solutions, which launch from 2nd March, should call 01256 747 824 or visit www.alphera.co.uk. From March, Alphera's underwriters will be assessing applications from 8am to 7pm, Monday to Friday; 8am to 6pm, Saturdays; and 10am to 4pm on a Sunday.

Ends.