



28 October 2016

Alphera-backed Osian Pryce wows home crowds

Osian Pryce, the Drive DMACK Fiesta Trophy 2016 champion, is once again running an ALPHERA Financial Services livery on his Ford Fiesta R5 as he competes in this weekend's Dayinsure Wales Rally GB, the British round of the World Rally Championship.

The award-winning independent finance provider is backing the Macynlleth-based 23-year old and co-driver Dale Furniss as they look to repeat the successful fifth-place performance at the Rally RACC Catalunya. The sponsorship forms part of a longer-term deal, which will see Alphera and Pryce combine forces at international rallying events throughout 2017.

Pryce and Furniss' livery for Wales Rally GB has been modelled on a combined OPR look with a Hills Ford (formerly known as Brooklyn Ford) design. This particular design was on a car driven by none other than Ayrton Senna and Phil Collins. The blue stripe also features on the Ford Sierra Cosworth back in the late 1980s.

Referring to the weekend's event, Pryce noted: "I can't wait to get in the car and get on with it. It's such a special feeling to be competing at home, surrounded by so many family and friends. It's fantastic. And to be doing it with the championship won and the pressure gone is just such a bonus."

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 vehicles.



Alphera's Kirk Franks noted: "It's a great moment for us to see our support of Osian bear fruit. He is an extremely talented young man and we look forward to seeing more of him as he climbs the steps towards World Rally Championship stardom!"

ENDS.

For additional information or images, please contact Aimee Postle, Dan Hemming or Anna Watts at Prova PR on 01926 776 900 or 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 10th 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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