

Press Release

ALPHERA Financial Services wins European industry award

ALPHERA Financial Services has been named 'Independent Finance Provider of the Year' in the inaugural Motor Finance Europe Awards 2015.

The company, which provides wholesale and retail finance packages, as well as insurance products for new and used vehicles via dealers and brokers throughout the UK, picked up its award at a ceremony in Munich on Thursday 23rd April.

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

Alphera beat its competitor companies in the category, which recognises the best track record of working closely with intermediaries and success in improving business.

Andy Gruber, director of ALPHERA Financial Services, said: "Winning this award comes after a year of innovation and change as we led the charge on making motor finance simpler, more transparent and fair for all customers, as well as our dealer and broker partners.

"It's testament to the hard work by all the team who continue to put the customers' needs at the centre of what we do. By introducing a customer-focused model, we have been at the forefront of change in this very competitive sector and we are thrilled that these efforts have been recognised by Motor Finance Europe."

ALPHERA Financial Services' new business model is believed to be the first of its kind for the independent sector. The key feature of its new model is its simplicity. With no customer fees, apart from a nominal option-to-purchase payment. Paying a fixed commission at a capped rate, regardless of the product, term or age of the vehicle.

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Judges were impressed with ALPHERA Financial Services' efforts to engage with dealers and brokers following the introduction of the new FCA guidelines last year, hosting a series of roadshows and events, as well as a free webinar, to help explain the changes. More than 2,000 dealers and brokers – not just ALPHERA clients – benefitted from the company's activities.

Gruber added: "We are committed to leading the revolution when it comes to motor finance and instilling an even greater culture of treating the customer fairly is paying dividends."

ALPHERA Financial Services has also been shortlisted for two categories at this year's Credit Today Awards, which celebrate best practice within the finance industry.

The organisation has been nominated for the Car Finance Provider of the Year and Treating the Customer Fairly categories. Winners will be announced at a ceremony at Grosvenor House, London, on May 14th.

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

Notes to editors:

About ALPHERA Financial Services

ALPHERA Financial Services UK is based in Hook, Hampshire. Alphaera operates across the F&I sector with franchise dealers, independents and brokers for all marques (except BMW). Worldwide, Alphaera provides innovative vehicle finance solutions in more than 25 countries, including the USA, South Africa, Australia and Germany. To find out more, visit www.alphaera.co.uk.