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Alphera's financial expertise boosts dealership sales

A strong partnership with award-winning finance provider, ALPHERA Financial Services, has led to a surge in sales for an independent motor dealership. Baytree Cars Ltd attributes its 65% increase in sales on finance to its close working relationship with Alphera.

The family-run Derbyshire dealership, which specialises in prestige and performance vehicles, has been working with the independent F&I adviser for the past three years to provide car finance products to its customers. During that time, it has witnessed unprecedented growth.

Kirk Franks, Head of National Sales for Alphera Financial Services, comments: "We are delighted that our partnership with Baytree Cars Ltd has been so successful. We pride ourselves on our innovative and forward-thinking approach, enabling our partners to drive forward their business and develop new opportunities. Our dedicated team will continue to support ongoing growth for Baytree."

Myles McDermott, Head of Operations, Baytree cars, adds: "Around 70% of our sales are now made on finance and there is no doubt that our partnership with Alphera has led to a sharp growth in this area.

"The team assists us in providing a variety of finance products to suit our customers' needs, including tailor-made packages where appropriate. Their advice and experience has been invaluable.

"It has been a strong three years for us; we have seen a growth in business and profile and are very pleased with this success."



Baytree, which was established in 2006, had its profile boosted further recently as the main shirt sponsor for Burton Albion football club during their promotion winning 15/16 season.

ALPHERA Financial Services is a leading F&I provider for franchise dealers, independents and brokers. To find out more about ALPHERA Financial Services, please visit www.alphera.co.uk.

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For additional information or images, please contact Aimee Postle or Dan Hemming 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.
- www.alphera.co.uk/10-years-alphera/ / E: info@alphera.co.uk / T: 0370 505 0137 / @AlpheraFS