



17 October 2016

Pryce wins DDFT!

Osian Pryce, one of the UK's leading rally drivers and a star of the future, won the Drive DMACK Fiesta Trophy on Sunday, after an eventful weekend at Rally RACC Catalunya, the Spanish round of the World Rally Championship, where a fifth position was enough to guarantee Pryce the championship for young, up and coming drivers.

ALPHERA Financial Services-backed Pryce narrowly beat Max Vatanen, son of rally legend Ari, to the series win. Machynlleth-based, 23 year old Pryce noted: "We did the best we could all weekend and to be rewarded like this after many months and years of hard work is just a great feeling."

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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