

## Paragon's asset finance operations adopt fresh new look

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- All product lines now combined onto one website
- Plans to grow intermediary business and expand sector coverage
- New recruits boost expertise in Aviation and in Fleet and Logistics

Paragon's Asset Finance operations are adopting a fresh new look under a simplified Paragon brand, as the fast-growing FTSE 250 UK banking group embarks on the next stage of its ambitious growth strategy.

Following strong growth in Paragon's asset finance lending in the first half of 2017, the new look underpins plans to expand lending through intermediary partners following a period of focused investment in essential support systems.

It also corresponds with Paragon's extension of sector coverage, having added capability in Agriculture, Aviation, Fleet and Logistics, as well as in the Medical and Professional sectors. This builds upon the lender's established expertise in the Commercial Vehicle, Business Equipment, Construction, Invoice Finance, Print, Pro-AV and Broadcast sectors.

The broader sector coverage is boosted by the addition of Alison Jones and Dale Trenam to the team. Alison, formerly Relationship Director for Aviation Finance at Lombard Asset Finance, joins to head up the aviation team. Dale Trenam, formerly National Corporate Sales Manager at Lombard Vehicle Solutions, joins as Sales Director in vehicle finance.

Paragon is bringing all of its savings and lending products together under a single brand and onto one website, making it easier for customers and intermediaries to see its full product range. More information about Paragon's Asset Finance range can be found at [www.paragonbank.co.uk/intermediary/asset-finance](http://www.paragonbank.co.uk/intermediary/asset-finance).

Established in 1985, Paragon has over £12 billion of assets under management. It was one of the first UK companies to obtain a new banking licence in 2014 and launched its asset finance operations after acquiring the successful Five Arrows Leasing Group from Rothschild & Co at the end of 2015.

**Gary Leitch, Managing Director of Asset Finance at Paragon said:** "After achieving strong growth in new lending in the first half of 2017, we're looking forward to further expanding our customer base following exciting new system developments and our broader sector coverage.

"The new look underpins our plans to boost lending through intermediary partners and extend our specialist expertise into new sectors.

“Bringing our products onto a single website gives customers and intermediaries full sight of our product range.”

**Ends**

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**Notes to editors:**

Paragon provides asset finance through approved intermediaries and direct to customer across a range of sectors.

Paragon Bank PLC a subsidiary of the Paragon Banking Group PLC which is a FTSE 250 company based in Solihull in the West Midlands. Established in 1985, Paragon Banking Group PLC has over £12 billion of assets under management and manages over 450,000 customer accounts.

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