

Closure Culminates In New Market Leader

Submitted by: Lakestar Media

Monday, 11 May 2009

With the recent proposal by lender Cattles to close its car retail arm, Welcome Car Finance, national company ACF Car Finance (<http://www.acfcarfinance.co.uk/>) is soon expected to be the clear market leader in the sub prime car market.

The company, whose head office is based in Chester, employs over 125 people throughout its network of used car branches (<http://www.acfcarfinance.co.uk/branches/>) and recently reported its busiest day ever in loan applications to date. Norman Beaumont, Sales and Marketing Director of ACF Car Finance Ltd, is however reluctant to celebrate: "I'm really disappointed with this week's news. We will obviously be seizing this opportunity, but it will actually be with a heavy heart due to the fact that former colleagues will be losing their jobs.

"Competition is healthy. It keeps you on your toes and the loss of such a major competitor is a poignant one."

ACF Car Finance is privately owned and accordingly is able to deliver a rapid response to changes in market conditions and continues to help hundreds of customers every month who have been unable to secure a car or car finance elsewhere.

ENDS

For further information, please contact Kerry McCrink at de Winter PR on: 01244 320 677 or email: kerry@dewinterpr.co.uk.

Notes to Editors:

ACF Car Finance Ltd is the UK's leading specialist sub prime car dealer and operates a network of eight branches across the UK including Leeds, Manchester, East Midlands, Birmingham, Bristol, Dunstable, Maidstone, and Isleworth.

The company allows customers to conveniently apply for car finance online (<http://www.acfcarfinance.co.uk/branches/>), via telephone or by visiting a branch directly and continues to develop a programme of investment to create industry-leading standards throughout its UK branch network.

The company stocks a wide selection of quality used vehicles, most between two and four years old and all of which undergo a 136 point vehicle quality inspection and an independent M.O.T.

For further information on ACF Car Finance, visit www.acfcarfinance.co.uk.