



ADL develops UK sales structure to further support customers

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Martin Brailey



Alexander Dennis Limited ("ADL"), a subsidiary of NFI Group Inc. ("NFI"), one of the world's leading independent global bus manufacturers, today announced changes to its UK sales team structure to ensure continued customer focus and responsiveness.

The UK's leading bus provider is pleased to announce the appointment of Martin Brailey to the role of Sales Director UK & Ireland. Martin's bus and coach industry experience spans some 30 years, the last 13 of which have been in the role of Sales Director for London where he built a strong reputation and played a key role in significantly increasing ADL's market share. Highly regarded in the industry, Martin has been promoted to the role previously held by Arthur Whiteside who retired towards the end of 2019.

Martin will be supported by a strong management team with a history of success, including Richard Matthews, who will continue to lead the highly respected retail sales team, and Keith Watson, who will continue in his sales development role ensuring technology developments are aligned to customer requirements while also taking a more active role in overseeing a number of key accounts. Additionally, Billy McFie will relinquish some of his back office duties to play a lead role in ensuring the sales team and our customers are provided with the optimal financial and commercial packages to suit their requirements.

ADL's President and Managing Director, Paul Davies, commented: "This is an exciting development for Martin and the team as we refocus following the impact of the coronavirus pandemic on our industry. I am confident we have the right team in place to support our customers and partners to build back the bus industry, encourage passengers on board and help the nation to get moving again."