

# Pickles

## MEDIA RELEASE

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### **Pickles Joins AfMA as a Corporate Partner**

**24 April 2026:** The Australasian Fleet Management Association (AfMA) is proud to welcome Pickles as its newest corporate partner, marking the beginning of a strategic partnership focused on strengthening fleet performance, lifecycle optimisation, and industry capability.

With more than 60 years of operation in Australia and over \$3 billion in annual sales, Pickles brings deep expertise in auctioneering, valuations, and asset remarketing. Pickles plays a critical role in helping organisations unlock value from their assets, whilst providing insights to inform smarter decisions across the entire fleet lifecycle.

Pickles leads the remarketing industry across Australia in asset classes including motor vehicle fleets, trucks, earthmoving, construction, agricultural, and mining assets, as well as in electric vehicles and battery health testing. This leadership is underpinned by access to Australia's largest and most diverse buyer base of private buyers and dealers.

As a Corporate Partner, Pickles joins a network of industry leaders supporting AfMA's mission to deliver education, advocacy, and professional development to organisations managing more than a million fleet vehicles across Australia, New Zealand, and Southeast Asia.

**Mace Hartley, Executive Director of AfMA, said:**

“Everything AfMA delivers for the industry — from leadership development and mentoring programs to research and advocacy — is made possible through the support of our corporate partners.

We are delighted to welcome Pickles. Their depth of experience in asset remarketing, combined with their understanding of market dynamics and asset performance, brings a unique and highly practical perspective to our community. This is particularly valuable as fleets face increasing pressure to optimise costs, manage transition pathways, and improve sustainability outcomes.”

**From disposal to decision-making**

Pickles' expertise extends well beyond asset disposal and maximising asset returns. Through data-driven insights, valuation expertise, multi-channel remarketing solutions, and a truly national footprint, Pickles supports fleet organisations with:

- Informed procurement and replacement strategies
- Improved utilisation and lifecycle planning
- Stronger financial outcomes across fleet operations
- Greater confidence in residual value forecasting

Their ability to translate real-world data into practical guidance positions Pickles as a key enabler of optimised fleet decision-making.

## **A shared commitment to industry capability**

Through this partnership, Pickles will actively support the development of the industry by contributing to:

- **Professional Development:**  
Supporting leadership pathways and funding initiatives that build future capability
- **Knowledge Sharing:**  
Providing remarketing insights, trends, and data-led perspectives to AfMA members
- **Industry Connection:**  
Engaging with the fleet community through events, forums, and collaborative initiatives
- **Sustainable Outcomes:**  
Supporting smarter end-of-life strategies that balance commercial and environmental considerations

### **Brendon Green, General Manager, Automotive Solutions at Pickles, said:**

“We are proud to partner with AfMA and support the important work being done to advance the fleet industry.

At Pickles, we see asset remarketing as a critical component of the broader fleet lifecycle — one that directly influences decision-making, future planning, performance, and value. Through this partnership, we look forward to sharing our insights, contributing to industry capability and working alongside AfMA members to support more informed, data-driven fleet outcomes.”

This partnership reflects a shared focus on practical outcomes and ensuring fleet professionals are equipped with the insights, tools, and confidence to maximise returns on their assets and make better decisions in an increasingly complex environment.

## **ABOUT PICKLES**

Pickles is Australia’s leading marketplace for used motor vehicles, industrial, mining, oil & gas, construction, salvage assets, and general goods, offering thousands of quality items across hundreds of monthly, online auctions. With more than 60 years’ experience selling on behalf of trusted vendors including government departments, major financial institutions, fleet, lease, and insurance companies, and major corporate businesses, Pickles offers customers value, flexibility, and convenience.

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**For further information or to organise an interview, please contact:**  
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