

SUPERBIKE FACTORY LIMITED (IN ADMINISTRATION)

Intellectual Property Assets For Sale

A RARE OPPORTUNITY TO ACQUIRE A MARKET-LEADING MOTORCYCLE BRAND AND DIGITAL IP PLATFORM

OVERVIEW

On behalf of Robert Halliday, Michael Lennon and James Saunders of KR8 Advisory acting as the Joint Administrators of Superbike Factory Limited (in Administration), Gordon Brothers is offering a unique opportunity to acquire the entire intellectual property portfolio or selected individual assets and platforms.

The opportunity comprises a portfolio of valuable intangible assets developed over many years of operation, including registered and unregistered trade marks, domain names, websites, branding, digital content, marketing assets, customer-facing intellectual property and associated goodwill.

The assets supported a nationally recognised motorcycle retail platform with an established market presence and a significant online profile.

The intellectual property portfolio presents an opportunity for strategic acquirers, industry participants, investors and digital commerce operators seeking

to accelerate growth through the acquisition of an established brand and digital platform.

The assets may offer immediate application within the motorcycle, automotive, e-commerce and consumer retail sectors, while also providing a foundation for future brand development and commercialisation.



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- National motorcycle acquisition platform
- Proprietary pricing and lead generation infrastructure
- Over one million rider records
- Generated in excess of 35k leads per month
- Circa 56% of leads result in valuations

ESTABLISHED UK BRAND

A recognised name within the UK motorcycle retail market with significant customer awareness and brand recognition. An average Trustpilot rating of 4.6 across 19,000+ reviews.

STRATEGIC OPPORTUNITY

Suitable for existing UK motorcycle operators, international businesses seeking an established UK market presence, investors, digital operators and strategic acquirers looking to accelerate expansion within the motorcycle and wider automotive sectors.

GROWTH POTENTIAL

Platform capable of supporting expansion into adjacent markets, new territories and complementary product offerings.



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Key Highlights

ASSETS AVAILABLE

The assets available comprise:

- Trade marks and brand assets
- Domain names and website assets
- Digital marketing and creative content
- Customer-facing digital platforms
- Social media accounts and associated branding
- Historical marketing materials and collateral
- Associated intellectual property rights and goodwill

END TO END CRM COMPRISING:

- Purchasing CRM: dependent on external data sources (HPI, CAP, MOT, etc), allows live pricing generation. React Purchasing Website is associated
- Sales CRM: dependent on external data sources (Click Dealer, AutoTrader), provides pricing/margin data to influence market. Magento Sales Website is associated
- Connected to multiple external market data sources utilised for valuation, pricing, and inventory management

- Established digital infrastructure supporting lead conversion and customer lifecycle management
- Historical customer, enquiry and transaction records supporting operational insight and customer engagement activities

SUPPORTING OPERATIONAL SYSTEMS COMPRISING:

- Android Transport Application supporting vehicle collection and logistics activities
- Workshop & Parts Management Systems facilitating vehicle preparation and inventory management
- Customer Sales Portal supporting customer interaction and sales processes



We are seeking initial expressions of interest by 5pm BST on Friday 14 August 2026, with a deadline for final offers likely to be set shortly thereafter.

For more information, please contact:



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