



SECTOR
Consumer

Invested 2017

Timeline

- 2010 - Superbike founded
- 2014 - Launches superbikeloans.co.uk
- 2017 - Livingbridge invest
- 2018 - Shortlisted for Insider Media's Deal of the Year Award

Used motorbike supplier and finance provider

Superbike was founded in 2010 as a digital-first business which combines retail and sourcing online with a physical showroom operation in Macclesfield, Cheshire. It has grown to become the UK's largest independent supplier of used motorcycles.

Superbike offers an extensive range of financing offers for its customers through its Superbikeloans.co.uk business, the UK's leading finance broker in the motorcycle market.

"Livingbridge's experience in helping high-growth, digitally focused retailers become clear industry leaders made them the natural choice for us when we sought to take the business up a gear. We have built a strong and scalable business and Livingbridge is the ideal partner for the next stage of our journey."

Scott Behrens
Founder and Managing Director, Superbike Factory

The right tools for growth

Customer acquisition & retention



We have worked with management to develop a strategy for better understanding target customers, including primary research to size and segment the market, and an online analysis to identify potential areas of demand and supply. This work has enabled management to build a clear picture of its target customer segments, their attitudes and purchasing behaviours.



Talent

We supported the hiring of a new Chairman to strengthen the senior management team through the company's growth.

About Livingbridge

Livingbridge is a mid-market private equity firm with offices in the UK, the US and Australia, investing in fast growing companies valued up to £300m.

Our team have been backing growing businesses together for twenty years. We've done it over a hundred times, turning many into household names both at home and abroad. We get growth.

We understand the people behind growing companies in consumer markets; healthcare and education; technology, media and telecommunications; financial services and business services, and help them achieve what's right for them and their business.

London Birmingham Manchester Melbourne Boston



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