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INVESTMENT YEAR: 2017

SECTOR: Consumer

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.

Improve customer acquisition & retention →

Talent 

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

Find top talent →

Superbike Factory timeline

2010 Superbike founded

2014 Launches superbikeloans.co.uk

2017 Livingbridge invest

2018 Shortlisted for Insider Media's Deal of the Year Award

