

Customer FAQs – 28 July 2026

Superbike Factory Limited (In Administration) ("the Company")

On 20 July 2026, Superbike Factory Limited entered Administration and ceased trading. As a result, the Company is unable to fulfil outstanding customer orders, process returns or refunds, provide aftersales services or carry out repairs. All of the stores are now permanently closed.

Due to the volume of enquiries from affected parties, we will not be able to respond to all enquiries immediately. The Joint Administrators request and recommend that any enquiries are sent to SBF@kr8.co.uk and we will endeavour to respond as soon as we are able. Please note that we are unlikely at this stage to be able to discuss individual matters by telephone. If further information is required by the Joint Administrators you will be contacted.

Below are our initial answers to the most common customer queries and the steps you should take if you are affected. However, all of this remains strictly subject to the Joint Administrators' investigations and the position of the Company and the Joint Administrators is therefore entirely reserved at this stage.

Q1: The Company has ceased trading. What does this mean?

The Company formally ceased to trade on 20 July 2026, upon the appointment of the Joint Administrators. As a result of the cessation of trade and the Company's entry into administration, the Company is no longer in a position to:

- Sell motorcycles;
- Complete outstanding orders;
- Carry out servicing, repairs or MOTs;
- Provide aftersales support;
- Honour warranties provided directly by the Company; or
- Process refunds.

The Joint Administrators are appointed to manage the Company's affairs in accordance with insolvency legislation and are unable to provide the services previously offered by the Company.

Q2: I paid a partial deposit towards a motorcycle. What should I do now?

The action you should take will depend upon how you made payment. If you paid by credit or debit card your card issuer will be able to advise you further. Generally:

- If you paid by credit card, you may be able to make a claim under Section 75 of the Consumer Credit Act 1974.
- If you paid by debit card, you may be able to request a chargeback through your card provider.

If you paid by another payment method, including bank transfer or cash, or are otherwise unable to recover your payment, you will need to submit a claim in the Administration (see Q12 below).

Q3: I paid in full for a motorcycle but have not yet received it. What should I do?

There are a number of separate legal agreements which purport to determine who owns the motorcycle at different stages through the sale process. On the evidence available to the Joint Administrators at this time, it does not appear always to be the case that, once a motorcycle has been paid for, title and ownership of that motorcycle passes to the purchaser at that point in time.

Title and ownership of most of the motorcycles is recorded as being held by the Company's third party funder. In the case of most of the motorcycles which were awaiting delivery at the date of the Administration, the Company's third party funder has not been paid for the motorcycle. That is to say that the Company received the funds from you, but did not pay the owner of the motorcycle you are now claiming. As such, there appear to be competing claims of ownership over certain assets.

The Joint Administrators are Officers of the Court and statutory officeholders and they must therefore be satisfied that the correct legal position is ascertained. The Joint Administrators are therefore taking urgent steps to understand the position and the party most likely to be entitled to ownership of any such assets.

Whilst we appreciate that this will be of significant concern, the Joint Administrators are seeking to review all agreements on an urgent basis, in conjunction with legal advisors.

On the information available, it appears that there are two possible outcomes where there are competing claims against the motorcycle:

- i) Title to the motorcycle is deemed not to have been transferred to you as purchaser as it is still legally owned by the Company's third party funder. In that case, you will have an unsecured claim as a creditor of the Administration (see Q12 below).

ii) Title to the motorcycle is deemed to have transferred to you. In that case, we would expect that arrangements will be made for you to collect the motorcycle.

There may also be certain motorcycles over which the Company's third party funder is not claiming ownership and, in those cases, we expect that arrangements will be made with you to collect it.

However, all of this remains strictly subject to the Joint Administrators' investigations and the position of the Company and the Joint Administrators is therefore entirely reserved at this stage.

We would advise you to email sbf@kr8.co.uk , providing your full name, contact details, motorcycle details (including registration if known), order reference, registration details and proof of payment.

It is not possible at this stage to provide an estimate of how long it will take to resolve these ownership issues. However, the Joint Administrators are taking steps to ensure that the motorcycles will be stored securely in the meantime. Any updates will be communicated directly to you as soon as they are available.

Q4: I sold my motorcycle to the Company but have not yet received payment. What should I do?

There are a number of separate legal agreements which purport to determine who owns the motorcycle at different stages through the purchase process. On the evidence available to the Joint Administrators at this time, it does not appear always to be the case that only once a motorcycle has been paid for, that title and ownership of that motorcycle passes to the Company. Instead, it may also be the case that the terms and conditions of sale allow for title and ownership to pass to the Company prior to this point in time.

If the Company had title to these motorcycles then, on the face of it, they may have been assigned to the Company's third party funder as collateral.

This could mean that you have sold your motorcycle to the Company, title and ownership has passed to the Company and then subsequently title and ownership was passed to the Company's third party funder.

The Joint Administrators are Officers of the Court and statutory officeholders and they must therefore be satisfied that the correct legal position is ascertained. The Joint Administrators are therefore taking urgent steps to understand the position and the party most likely to be entitled to ownership of any such assets.

Whilst we appreciate that this will be of significant concern, the Joint Administrators are seeking to review all agreements on an urgent basis, in conjunction with legal advisors.

On the information available, it appears that there are three possible outcomes where there are competing claims against the motorcycle:

- i) Title and ownership to the motorcycle is deemed to have been transferred to the Company as purchaser and subsequently then transferred to the Company's third party funder. In that case, you will have an unsecured claim as a creditor of the Administration (see Q12 below).
- ii) Title and ownership to the motorcycle is deemed to have been transferred to the Company as purchaser but is yet to have been transferred to the Company's third party funder.
- iii) Title to the motorcycle is deemed to still be with you as the seller. In that case, we would expect that arrangements will be made for you to collect the motorcycle.

However, all of this remains strictly subject to the Joint Administrators' investigations and the position of the Company and the Joint Administrators is therefore entirely reserved at this stage.

We would advise you to email sbf@kr8.co.uk , providing your full name, contact details, motorcycle details (including registration if known), order reference, registration details and proof of payment.

It is not possible at this stage to provide an estimate of how long it will take to resolve these ownership issues. However, the Joint Administrators are taking steps to ensure that the motorcycles will be stored securely in the meantime. Any updates will be communicated directly to you as soon as they are available.

Q5: I part-exchanged my motorcycle as part of my purchase. What should I do?

As noted above, there are a number of separate legal agreements which purport to determine who owns the motorcycles at different stages through the sale and purchase process.

The Joint Administrators are Officers of the Court and statutory officeholders and they must therefore be satisfied that the correct legal position is ascertained. The Joint Administrators are therefore taking urgent steps to understand the position and the party most likely to be entitled to ownership of any such assets. We would advise you to email sbf@kr8.co.uk, providing your full name, contact details, motorcycle details (including registration if known), order reference, registration details and proof of payment.

It is not possible at this stage to provide an estimate of how long it will take to resolve these ownership issues. However, the Joint Administrators are taking steps to ensure that the motorcycles will be stored securely in the meantime. Any updates will be communicated directly to you as soon as they are available.

Q6: My motorcycle is currently with the Company for servicing, repairs or an MOT. What should I do?

If your motorcycle is currently in the Company's possession, please contact the Joint Administrators' office immediately at sbf@kr8.co.uk, providing your name, contact details, motorcycle registration number and any supporting documentation.

We will then review your enquiry and contact you as soon as possible. This will take a number of days due to the volume of enquiries. However, the Joint Administrators are taking steps to ensure that the motorcycles will be stored securely in the meantime.

Q7: My motorcycle has developed a fault after purchase. What should I do?

As the Company has ceased trading, it is unable to carry out repairs, inspections or provide aftersales support.

If your motorcycle is covered by an independent warranty provider, or you believe you may have rights through your credit card or finance provider, you should contact them directly.

If you are unable to recover any monies paid, you may submit a claim in the Administration (see Q12 below).

Q8: What happens to my warranty?

If your warranty was provided by the motorcycle manufacturer or an independent third-party warranty provider, you should contact that provider directly to establish whether your cover remains in place.

If your warranty was provided directly by Superbike Factory Limited, the Company is no longer trading and is unable to honour warranty claims. You may have a claim as an unsecured creditor in the Administration (see Q12 below).

Q9: I purchased an MOT, service plan or maintenance package. Can this still be honoured?

As the Company has ceased trading, it is unable to provide or honour MOTs, servicing or maintenance packages.

If the service was to be provided by an independent third party, you should contact that provider directly.

If you are unable to recover any monies paid through your card provider or other payment provider, you may submit a claim in the Administration (see Q12 below).

Q10: I purchased my motorcycle using finance. What should I do?

If your motorcycle was purchased under a finance agreement, you should continue to comply with the terms of your finance agreement unless advised otherwise by your finance provider.

If you have any questions regarding your finance agreement or believe you may have rights in respect of your purchase, please contact your finance provider directly.

Q11: I purchased clothing, accessories or motorcycle parts. What should I do?

If you placed an order for clothing, accessories or motorcycle parts which has not been fulfilled, you should contact your card provider or other payment provider in the first instance to determine whether you are able to recover your payment.

If you are unable to recover your payment, you may submit a claim in the Administration (see Q12 below).

Q12: How do I make a claim in the Administration?

If you are unable to recover your payment through your card provider, finance provider or other payment provider:

1. Complete the enclosed Proof of Debt form.
2. Return the completed form, together with supporting documentation (such as your purchase invoice, order confirmation and proof of payment), to sbf@kr8.co.uk
3. Upon receipt of your claim, you will be added to the list of creditors and will receive future statutory reports issued by the Joint Administrators which will provide updates on the Administration process and estimated outcomes for creditors.

Please note that the prospect of any distribution to unsecured creditors is uncertain at this stage in terms of quantum or timing - this means that you might not receive any of the funds relating to your claim, or you may receive a small percentage. Further information will be provided in the Joint Administrators' statutory reports.

Q13: Who can I contact if I have a query?

If your query is not answered in this document, please contact the Joint Administrators' office at:

Email: sbf@kr8.co.uk

To help us deal with your enquiry as quickly as possible, please include your full name, contact details, order reference (if known), motorcycle registration (where applicable) and copies of any relevant documentation.

This FAQ is intended as general guidance only. Individual circumstances may differ and this document does not constitute legal or financial advice.

PROOF OF DEBT - GENERAL FORM

Superbike Factory Limited (in Administration)

Date of Administration: 20 July 2026

DETAILS OF CLAIM		
1.	Name of Creditor (if a company, its registered name)	
2.	Address of Creditor (i.e. principal place of business)	
3.	If the Creditor is a registered company: - For UK companies: its registered number - For other companies: the country or territory in which it is incorporated and the number if any under which it is registered - The number, if any, under which it is registered as an overseas company under Part 34 of the Companies Act	
4.	Total amount of claim, including any Value Added Tax, as at the relevant date, less any payments made after this date in relation to the claim, any deduction under R14.20 of the Insolvency (England & Wales) Rules 2016 and any adjustment by way of set-off in accordance with R14.24 and R14.25	£
5.	If the total amount above includes outstanding uncapitalised interest, please state	YES (£) / NO
6.	Particulars of how and when debt incurred	
7.	Particulars of any security held, the value of the security, and the date it was given	
8.	Details of any reservation of title in relation to goods to which the debt relates	
9.	Details of any document by reference to which the debt can be substantiated. [The administrator may call for any document or evidence to substantiate the claim at his discretion.]	
10.	Give details of whether the whole or any part of the debt falls within any (and if so which) of the categories of preferential debts under section 386 of, and schedule 6 to, the Insolvency Act 1986	Category Amount(s) claimed as preferential £
11.	If you wish any dividend payment that may be made to be paid in to your bank account please provide BACS details. Please be aware that if you change accounts it will be your responsibility to provide new information	Account No.: Account Name: Sort code:
AUTHENTICATION		
Signature of Creditor or person authorised to act on his behalf		
Name in BLOCK LETTERS		
Date		
If signed by someone other than the Creditor, state your postal address and authority for signing on behalf of the Creditor		
Are you the sole member of the Creditor?		YES / NO