

# CARLYLE LIMITED

Intellectual Property Asset Acquisition Opportunity

---

Under Offer

On behalf of Kroll Advisory Limited

# OPPORTUNITY OVERVIEW

Hilco Streambank is delighted to present the opportunity to acquire certain intellectual property assets of Carlyle Limited (In Administration) ("Carlyle" or the "Company").

As one of the best-known names in the specialist supply of parts to the bus and coach industry, Carlyle has a pedigree that goes back far beyond the formation of the Company in its current guise. In 1989, Carlyle works were the engineering headquarters of the Birmingham and Midland Motor Omnibus Company (better known as Midland Red) and were the second biggest operator in the country and builder of its own buses. Carlyle has remained at the forefront of the efficient and cost-effective supply of parts to customers.



# OPPORTUNITY OVERVIEW CONT.

Headquartered in the West Midlands and operating additional branches across the UK and Ireland, the Company offered nationwide delivery directly to its customers, supported by VOR carrier services to help minimise bus and coach downtime.

Committed to meeting and exceeding customers' expectations, Carlyle was renowned for delivering the highest quality parts and products to fleet operators of all sizes and an excellent service supported by a dedicated team of industry experts.

This opportunity offers a prospective buyer the chance to acquire the intellectual property assets behind one of the best-known names in the specialist supply of parts and glass to the bus and coach industry.

*For details of the related Carlyle stock and inventory asset sale, please see our further listing here:*

<https://www.hilcovs.co.uk/sale-list/carlyle-limited/>



# AVAILABLE ASSETS

---



**Goodwill in the Long-Standing and Respected Carlyle Brand**



**Unregistered Trade Mark Protecting the Carlyle Brand Name & Logo**



**Extensive Customer Database**



**Database of c. 180 Former Suppliers**



**Domain Names, Website Content & Applications**



**Popular Social Media Accounts**

# TERMS & CONDITIONS



VAT, if applicable, applies at 20%



A buyer's premium of 10% applies to this sale.



A non-refundable deposit of 20% will be payable by the buyer within 24 hours of bid acceptance.



Legal completion to occur within 5 business days of bid acceptance.

All expressions of interest and bids are to be directed to Hilco in writing. A Bid Submission Form is available on request.

The bidder acknowledges that Hilco acts as an agent for the Company which offers for sale only what right, title and interest (if any) the Company possesses in the assets. Such sale will be without any warranties, expressed or implied. Hilco has not verified the information provided, and bidders are deemed to have carried out their own due diligence.

VAT, if applicable, at 20% will be added to the price. A 10% buyer's premium (+ VAT) is payable by the winning bidder in addition to the purchase consideration. A non-refundable deposit of 20% will be payable by the buyer within 24 hours of bid acceptance. Legal completion to occur within 5 business days of bid acceptance. Hilco's full Terms and Conditions apply.

Contact the following Hilco representatives for further information:

---



**Ryan Brenner**  
IP Analyst  
[rbrenner@hilcoglobal.eu](mailto:rbrenner@hilcoglobal.eu)  
+44 (0) 7513 823176



**Alexander Muir**  
IP Analyst  
[amuir@hilcoglobal.eu](mailto:amuir@hilcoglobal.eu)  
+44 (0) 7593 652917