<https://www.racefxb2b.com/about-us/>

FORMED IN 2003, RACE FX IS ONE OF THE LARGEST WHOLESALE DISTRIBUTORS TO THE OFF-ROAD MOTORCYCLE INDUSTRY IN THE UK.

Now working alongside Moto Direct, who, based in Derbyshire, has over over 40 years' experience and has established themselves as a leading manufacturer and distributor of technical apparel and protective equipment within the motorcycle and autosport industries.

Together we are ‘Powered by Bihr’ and are the UK’s largest motorcycle road/off road distribution company. Operating across two UK locations in Derbyshire and Blackburn, we have one of the largest portfolios of rider gear, PPE, lubricant, and parts & accessories brands in the UK and a friendly, intensely knowledgeable, and passionate team to help you maximise your profits.

We are the UK division of [Bihr NV](https://www.bihr.eu/es/en/" \t "_blank) - the largest automobile parts & accessories distributor in Continental Europe. Founded in 1975, Bihr is present in over 14 countries and has a portfolio of over 200+ brands and unrivalled service levels.

**OUR PASSION**  
Fiercely enthusiastic and knowledgeable, our dedicated account managers across the UK and experienced sales, accounts, logistics and marketing teams, are committed to delivering solutions that support your needs. We are passionate about providing protective motorcycle clothing, helmets, and parts & accessories to both road and off-road users and professional racers to support their riding and driving needs.

**OUR BRANDS**  
Our combined portfolio encompasses UK apparel brand RST, helmet brands Arai, AGV and Bell plus Oakley, Seven and Fly Racing as well as a huge range of hard parts including MOTUL, RFX and many more, we are a one stop shop for every riding possibility.

Moreover, we have begun to introduce some of the 200+ parts & accessories brands from our parent company, Bihr, into the UK market. As our expansion plans develop, we will be increasing the volume of new brands into the UK across 2021 and beyond.

For more information on how to become a dealer of our market leading brands, contact us: