

Carl Fogarty joins NPA Europe as brand ambassador

Four-time World Superbike champion to front the dealer-to-dealer auction platform's European trade campaign

DUSSELDORF, GERMANY, September 29, 2026 /EINPresswire.com/ -- National Powersport Auctions (NPA), North America's leading powersports auction and remarketing platform, has appointed Carl Fogarty MBE as brand ambassador for NPA Europe.

Fogarty — four times World Superbike champion, winner of 59 World Superbike races, consecutive Formula One TT world titles and a World

Endurance title — will front NPA Europe's dealer-facing campaign across Europe. He will appear in content made for the motorcycle trade, at NPA Europe events through the 2026/27 season, and across his own channels.

“

Carl knows this trade from the inside, and he asks exactly the questions a dealer principal asks: what does it cost, how do I know what I'm buying, and what is my bike really worth?”

Marc McAllister, Managing Director, NPA Europe



Marc McAllister, MD, NPA Europe, and Carl Fogarty MBE

The appointment comes in NPA Europe's first year of trading. NPA opened German operations in Q1 2026 and has since signed more than 50 dealer principals, exceeding its initial launch target ahead of schedule. The first NPA auction ever held outside North America took place on 15 July 2026 as an online, dealer-to-dealer sale, and the business opened for registration in Spain in September 2026.

A NAME THE TRADE ALREADY TRUSTS

Fogarty is one of the most recognised British motorcycle racers of his generation and a household name in the

World Superbike markets NPA Europe is entering — Germany, Italy, Spain and France. He is also a familiar figure inside the dealer network itself, having spent four decades around the

businesses that sell and service motorcycles.

"I've been around motorcycle dealers my whole life — they're the people who put me on bikes in the first place, and they're the people I still talk to now. What NPA is doing is straightforward. It gives dealers a proper way to buy and sell used bikes between themselves: a price you can stand behind, an independent condition report, and a buyer base that isn't just the twenty miles around your showroom. That didn't exist in Europe before. I wouldn't put my name to it if I didn't think dealers would be better off for it."

Carl Fogarty MBE

A MARKETPLACE BUILT ONLY FOR DEALERS

NPA Europe runs online, dealer-to-dealer wholesale auctions for used motorcycles. Every unit is listed with an NPA Condition Report — independent mechanical and cosmetic grading — and valued against the NPA Value Guide™, built on more than 25 years of wholesale transaction data covering over 30,000 powersport models. Dealers browse, bid and sell from their own premises, with no travel and no auction hall.

Registration is free to trade buyers and sellers, and the platform is closed to the public: aged and part-exchange stock moves dealer to dealer, discreetly, without public discounting that damages retail pricing.

"Carl is one of the best-known names in European motorcycle racing, but that is not why we went to him. He knows this trade from the inside, and he asks exactly the questions a dealer principal asks when we walk through the door: what does it cost, how do I know what I'm buying, and what is my bike really worth? We are a young business in Europe. Having someone the trade already trusts put those questions to us, in public, is worth more to us than any amount of advertising."

Marc McAllister, Managing Director, NPA Europe

— ENDS —

ABOUT NATIONAL POWERSPORT AUCTIONS

National Powersport Auctions (NPA) is North America's leading auction and remarketing platform for powersports vehicles. Established in 1990 and operating from ten facilities across the United States, NPA serves thousands of franchised and independent dealers, financial institutions and manufacturers across motorcycles, ATVs and UTVs, marine, golf cars and RVs. NPA's data services include the NPA Value Guide™, the industry's most accurate wholesale valuation tool. NPA is a wholly-owned subsidiary of Copart, Inc. (Nasdaq: CPRT). For more information, visit www.npauctions.com.

ABOUT CARL FOGARTY MBE

Carl Fogarty is a four-time World Superbike champion (1994, 1995, 1998 and 1999) and holds 59 World Superbike race wins. He won consecutive Formula One TT world championships, a World

Endurance title and is a multiple Isle of Man TT winner. He was appointed MBE in 1998. Since retiring from racing he has remained one of the most recognisable figures in international motorcycling.

EDITOR'S NOTES

High-resolution images from the Fogarty shoot and the NPA Europe media pack are available on request.

Marc McAllister, Managing Director NPA Europe, is available for interview in English and German.

Carl Fogarty is available for selected trade media interviews by arrangement.

Dealers can register for a free NPA Europe account at npauctions.eu

MEDIA CONTACT

Nik Ellwood

European PR Representative, on behalf of National Powersport Auctions

+44 7407 312818

nik@wearenameless.co.uk

Nik Ellwood

We Are Nameless

+44 7407 312818

[email us here](#)

Visit us on social media:

[LinkedIn](#)

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