

Honda & Motorent Business for Sale Auckland



Auckland City Honda & Motorent | Honda Dealer

An exceptional opportunity to acquire metropolitan Auckland's only authorised Honda Motorcycle dealership, together with Motorent, one of New Zealand's best-known motorcycle rental businesses. Together, they create an integrated motorcycle business spanning retail sales, servicing, parts, accessories, rentals and Honda Outdoors power equipment.

Established in 2005, Auckland City Honda operates from modern Penrose premises with a large showroom, fully equipped workshop and dedicated Honda Outdoors retail area.

Honda is the world's largest motorcycle manufacturer and one of the world's leading engine and power equipment companies. The dealership benefits from the strength of this globally recognised brand, long-standing supplier relationships and the significant barrier to entry associated with Honda's single-brand dealership model.

Inventory and Rental Assets of \$1.36M are included with the sale.

Key features include:

- * Metropolitan Auckland's only authorised Honda Motorcycle dealership
- * Includes the established Motorent motorcycle rental business
- * Multiple revenue streams across sales, servicing, rentals, parts, accessories, finance and Honda Outdoors
- * Approximately 6,000 customers built over more than 20 years
- * Strong workshop business including WOF & COF inspections
- * Significant inventory and rental fleet asset base
- * Positioned to benefit from tourism recovery and motorcycle rental growth
- * Growth opportunities across Honda Outdoors, workshop capacity, online sales and market development

Offered for sale by Expressions of Interest, reflecting the strategic value of the Honda dealership, integrated Motorent business and substantial asset base.

Further information is available upon completion of a confidentiality agreement.

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*Please refer to the LINK website for full disclaimers

Ref: EL05193

Timestamp: 20260825014502

Location: **Auckland**

Asking: **Refer to Broker**

Type: **Transport/Automotive**

Contact:

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