

## **ARI Launches State-of-the-Art Wheel Studio for Tire Dealers**

*Online tool allows shoppers to compare wheels side-by-side on their vehicle*

**Milwaukee, Wis., January 6, 2014** – ARI Network Services (ARI)(NASDAQ: [ARIS](#)) has unveiled its state-of-the-art, online Wheel Studio. The Wheel Studio is an extension of ARI's Wheel and Tire [website solution](#) used by tire dealers nationwide that allows consumers to research and buy wheels and tires online. The Wheel Studio moves the experience forward by allowing consumers to see side-by-side, high resolution images of wheels on their personal vehicle make and model.

The Wheel Studio includes more than 700 wheels from more than 89 brands and allows dealers to easily select and manage which brands they carry. Once Wheel Studio is added to an ARI-powered website, dealers can additionally take advantage of the tool in-store to help customers select and buy the perfect wheels for their vehicle. The tool also includes a mobile version that gives dealers and their customers the ultimate in shopping flexibility.

“Wheel Studio offers dealers an innovative new tool that will allow consumers to see what their vehicle will look like with new wheels. We are confident that this new tool will help dealers sell more wheels, and it will help differentiate that dealer from their competition,” said Roy W. Olivier, President and CEO of ARI. “This product demonstrates our dedication to the ongoing success of independent tire dealers and the continued growth of the tire and wheel industry.”

“I definitely think there's a need for a product like Wheel Studio. It will give my customers a chance to compare wheels on their vehicles, side-by-side, which I haven't seen before,” said Wes Tatum of Leete Tire in Petersburg, Va. “It's like having a wheel salesman online.”

An easy-to-use filter allows customers to search by vehicle brand, wheel diameter, color or finish. When customers find their perfect combination, the tool gives shoppers the ability to request a quote or buy online. The site also allows customers the option to save, email and print their results.

Dealers interested in learning more about Wheel Studio can [click here](#) for a demonstration, or contact Nate Lehmann, Sales Manager, Tire and Wheel, at [Nate.Lehmann@arinet.com](mailto:Nate.Lehmann@arinet.com) or 218.740.1407 for more information.

### **About ARI**

ARI Network Services, Inc. (ARI) (NASDAQ: [ARIS](#)) offers award-winning eCommerce and eCatalog platforms, lead management tools and digital marketing services that help dealers, equipment manufacturers and distributors in selected vertical markets Sell More Stuff!™ – online and in-store. Our innovative products are powered by a proprietary data repository of enriched original

# ARI

equipment and aftermarket content that spans more than 10.5 million active part and accessory SKUs, 469,000 models and \$1.7 billion in retail product value. We remove the complexity of selling and servicing new and used vehicle inventory, parts, garments and accessories (PG&A) for customers in the automotive tire and wheel, powersports, outdoor power equipment, marine, recreational vehicles and white goods industries. More than 22,000 equipment dealers, 195 distributors and 140 manufacturers worldwide leverage our web and eCatalog platforms to Sell More Stuff!™. For more information on ARI, visit [investor.arinet.com](http://investor.arinet.com).

## **Additional Information**

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- Become a fan of ARI on Facebook: [www.facebook.com/ARINetwork](http://www.facebook.com/ARINetwork)
- Read more about ARI: [arinet.com/about-ari/ari-overview/](http://arinet.com/about-ari/ari-overview/)

## **Images for media use only**

[Wheel Studio Screenshot Hi Res](#)

[Wheel Studio Screenshot Low Res](#)

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