

ARI to Provide Its Award-Winning Websites to KYMCO USA Dealers

Milwaukee, Wis., February 11, 2014 –ARI Network Services (ARI) (NASDAQ: [ARIS](#)) announced today that it has signed an agreement with KYMCO USA to offer the manufacturer's more than 620 independent dealers in the U.S. KYMCO USA-branded websites.

Harnessing the power of ARI's award-winning dealer website platform, the branded sites will give authorized KYMCO USA dealers exclusive features including factory promotions, pre-loaded inventory data and access to KYMCO USA's image library. In addition, the websites will be included in [KYMCO USA's dealer locator](#).

"We look forward to working with KYMCO USA and their dealers to help drive more traffic, leads and sales not only to their websites, but to dealers' brick and mortar stores," said Roy W. Olivier, ARI President and CEO. "With the majority of consumers researching products online, it's more important than ever for dealers to not only have an online presence, but to make sure that consumers visiting OEM websites can find their dealership."

Each site also includes used equipment pages, which dealers can utilize to load their entire inventory of pre-owned vehicles. Plus, the website enables dealers to automatically feed their inventory data to third-party classified sites, including [CycleTrader.com](#), [Motorcycleinventory.com](#), [ATV.com](#), [Motorcycle.com](#), [Chopper Exchange](#) and [CarSoup](#).

"It's very exciting to be partnering with ARI and to have the opportunity to offer our dealers KYMCO USA-branded websites," said Rick Pawelka, KYMCO USA Director of Marketing. "As an emerging brand, it's important that our dealers follow the coordinated national advertising programs developed by KYMCO USA's advertising department. Having a brand-specific, online presence that reflects the image and marketing direction created by KYMCO USA is just another step in the right direction."

For more information on KYMCO USA-branded websites powered by ARI, contact ARI Powersports Sales Manager Aubrey Amborn at 866.724.3714 or email powersports@arinet.com.

About KYMCO USA

KYMCO is the largest scooter manufacturer in Taiwan, and currently exports to 86 countries worldwide. The company's partner in the United States is [KYMCO USA](#), with headquarters, marketing and distribution centered in Spartanburg, South Carolina. KYMCO USA is dedicated to building the brand's reputation and market share through superior value, frequent new product introductions, strategic industry partnerships, and excellence in dealer network support. KYMCO USA has a reputation and expertise gained through more than 30 years in the U.S. powersports industry. An ever-expanding dealer network currently serves more than 600 U.S. locations.

ARI

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 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. Business is complicated, but we believe our customers' technology tools don't have to be. 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 aftermarket, 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.

Additional Information

- Follow @ARI_Net on Twitter: twitter.com/ARI_Net
- Become a fan of ARI on Facebook: www.facebook.com/ARInetwork
- Read more about ARI: arinet.com/about-ari/ari-overview

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[ARI Logo Hi Res](#)

[ARI Logo Low Res](#)

[ARI Demo Website Screen Capture Hi Res](#)

[ARI Demo Website Screen Capture Low Res](#)

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