



FOR IMMEDIATE RELEASE

ARI Announces Upgrades to its Award-Winning Powersports Dealer Website Platform

Milwaukee, Wis., Oct. 13, 2014 – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that it has upgraded its award-winning powersports dealer website platform.

“ARI’s development team is focused on delivering enriched product offerings that fuel our organic growth strategy and further our commitment to the continuous innovation of our market-leading technology solutions,” said Brad Smith, ARI Vice President of Product Management. “With this release, our team has reimagined major unit shopping to create an engaging user experience that funnels shoppers from image-rich OEM product descriptions to exploring a dealer’s available inventory and ultimately submitting the leads that fuel a dealer’s primary profit centers – new and used major unit inventory sales.”

Highlights of the upgrade include:

Inventory Showcase: Driven by fully SEO-optimized, action-oriented lifestyle images, ARI’s new OEM Showcase automatically loads current model year units to the dealer’s website and makes it simple for shoppers to browse entire OEM catalogs and see what units the dealer has in stock.

Enhanced Search: ARI’s faster Smart Search Bar auto-fills as the visitor types, suggesting potential matches across in-stock unit inventory, available OEM units not in stock or the website’s parts, garments and accessories content.

Real-Time Quotes: With ARI’s new “Best Price” feature, customers simply fill out a form, and the dealer’s website generates an automatic email response delivering the dealer’s pre-populated best price for the unit. The “Make Offer” lead type additionally allows site visitors to open a price negotiation via an easy-to-use form.

Simplified Inventory Management: Auto-fill search helps the dealer select the vehicle, and once selected, Command Center automatically populates all fields with OEM information and images.

About ARI

ARI Network Services, Inc. (ARI) (NASDAQ: [ARIS](#)) offers an award-winning suite of data-driven software tools and marketing services to 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 electronic content spanning



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, home medical equipment, recreational vehicles and appliance industries. More than 22,000 equipment dealers, 195 distributors and 1,500 manufacturers worldwide leverage our web and eCatalog platforms to Sell More Stuff!™ For more information on ARI, visit investor.arinet.com.

Additional Information

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[ARI Logo Hi Res](#) | [ARI Logo Low Res](#)

[Brad Smith Hi Res](#) | [Brad Smith Low Res](#)

For media inquiries, contact:

Colleen Brousil, Director of Marketing, ARI, +1-414-973-4323, colleen.brousil@arinet.com

Investor inquiries, contact:

Steven Hooser, Three Part Advisors, +1.214.872.2710, shooser@threepa.com