

# Blazer Boats, Inc. Announces ARI Network Services, Inc. as Preferred Website Vendor

*Blazer Boats' partnership with industry leader ARI provides Blazer Boats dealers with access to award-winning website and online marketing services.*



**Milwaukee, WI, (July 28, 2020)** - ARI is now the preferred website provider for Blazer Boats dealers. In partnership with Blazer Boats, ARI offers the Blazer Boats dealer network a stronger online presence and streamlined brand identity.

Through this partnership, Blazer Boats dealers who sign up for an ARI website will receive a Blazer Boats "Branded Zone" as an add-on to their website platform. The "Branded Zone" landing page grants immediate access to product updates, current promotions and Blazer Boats' complete library of inventory data. Furthermore, the "Branded Zone" links to Blazer Boats' dealer locator to drive online leads directly to dealers' websites.

"Blazer Boats is offering the 'Branded Zones' to dealers on the ARI platform at no additional cost," says Dana Wolf, Marketing Manager at Blazer Boats. "In exchange, ARI brings the turnkey digital solutions and online expertise to strengthen Blazer Boats' brand identity among our dealer network."

ARI offers a full suite of innovative products to help dealerships grow their businesses. The company's website and digital marketing solutions improve online search rankings, drive more traffic to dealers' websites, increase lead conversions and help dealers sell more units.

"We are excited to work with Blazer Boats to offer its dealers a seamless, branded online experience to maximize online leads that convert to in-store sales," offers David Mitchell, VP of OEM Solutions at ARI. "The launch of these Blazer Boats 'Branded Zones' will raise brand awareness, highlight key differentiators and ultimately help the Blazer Boats dealer network sell more units."

## ABOUT ARI NETWORK SERVICES, INC.



**ARI** offers an award-winning suite of SaaS, software tools, and marketing services to help dealers, equipment manufacturers and distributors in selected vertical markets sell more inventory - online and in-store. More than 23,500 equipment dealers, 195 distributors and 3,360 brands worldwide leverage the company's web and e-catalog platforms.

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## ABOUT BLAZER BOATS, INC.



**Blazer Boats** grew steadily from a small line of boats to a prominent name in the high-performance bass and Bay Boat industry. Every boat is built by experts in the field using the highest-quality materials to withstand even the most strenuous demands. Family-owned, Blazer Boats strives to meet customers' needs at reasonable pricing.

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