

Royal Enfield Has Named ARI Network Services, Inc. a Preferred Website Vendor

ARI and Royal Enfield are partnering on the launch of an exclusive Royal Enfield Zone program for dealer websites

Duluth, MN, (May 3, 2021) – ARI and Royal Enfield have partnered to offer dealers an exciting website program. This program is geared to improve dealers' digital showrooms by providing a Royal Enfield Zone that drives buyer interest to Royal Enfield inventory on dealer websites.



Dealers in the Royal Enfield network who have an ARI website can opt into the program and drive traffic and leads from Royal Enfield's corporate site to dealers' websites. Additional program benefits include access to Royal Enfield's latest inventory updates and promotions, increased organic traffic for higher lead conversion, website banners featuring events and updates and a captivating branded experience to showcase Royal Enfield's motorcycles in a fresh and attractive showroom.

“We are honored to partner with a powersports pioneer like Royal Enfield and enhance the brand presence that they have sustained for more than a century,” says David Mitchell, VP of OEM Relations at ARI. “The Royal Enfield Zones are beautiful pieces of online real estate that equip dealers with a stronger brand identity and streamline the shopping process for their customers. With a stronger online presence and access to ARI's full suite of website services, dealers can get in front of more customers than ever and boost sales online and offline.”

ARI's websites and online marketing services are designed to increase website traffic and drive more sales leads. Royal Enfield dealers who sign up for an ARI website receive award-winning website solutions to boost online and in-store success, including responsive design, mobile-optimized lead forms, ongoing ADA website compliance, e-commerce and inventory management, live chat and text tools, a 360-degree walkaround application and a full suite of digital marketing services.

“Royal Enfield is proud to partner with a digital leader such as ARI,” says Breeann Poland, Head - Marketing and Communications, Royal Enfield Americas. “As we move into the selling season, the Royal Enfield Zone will provide our dealers with a comprehensive online webpage dedicated to our brand within their sites. This will provide a more robust shopper experience and will generate higher conversions for our dealer partners at a great value.”

ABOUT ARI NETWORK SERVICES, INC.



For 40 years, [ARI Network Services, Inc. \(ARI\)](#) has offered an award-winning suite of SaaS, software tools and marketing services to help dealers, equipment manufacturers and distributors in selected vertical markets increase sales – online and in-store. Business is complicated, but we believe our customers’ technology tools do not have to be. We remove the complexity of selling and servicing new and used inventory, parts, garments and accessories (PG&A) so that our client base of more than 23,500 equipment dealers, 195 distributors and 3,360 brands worldwide can leverage our web and eCatalog platforms to sell more inventory.

ABOUT ROYAL ENFIELD



The oldest motorcycle company in continuous production in the world, Royal Enfield made its first motorcycle in 1901. A division of Eicher Motors Limited, Royal Enfield has created the mid-size motorcycle segment in India, with its unique and distinctive modern classic motorcycles. With its manufacturing base in Chennai, India, Royal Enfield has been able to grow its production rapidly against a surge in demand for its motorcycles. Royal Enfield is a leading player in the global middleweight motorcycle market.

Royal Enfield North America (RENA) is headquartered in Milwaukee, Wisconsin, and is developing a growing network of more than 125 dealers in North America, including the contiguous U.S., Canada and Puerto Rico. RENA currently offers the all-new Meteor 350, Himalayan and the 650 Twins (INT 650 and Continental GT 650) motorcycles, along with a range of Genuine Motorcycle Accessories and apparel.

For more information on Royal Enfield North America, visit

www.RoyalEnfield.com/us/en/

www.instagram.com/RoyalEnfield_NA

www.facebook.com/RoyalEnfieldNorthAmerica