

Beta Motorcycles Has Named ARI Network Services, Inc. a Certified Website & Digital Marketing Provider

ARI and Beta are partnering to provide Beta dealers with lead-driving websites and online marketing tools to dominate the powersports industry.

Duluth, MN, (January 1, 2022) –

ARI and Beta have partnered to offer powersports dealers an exciting website and digital marketing opportunity. This partnership is geared to strengthen dealers' online presence that aligns well with the Beta brand.

Beta selected ARI as a Certified Website and Digital Marketing Provider to ensure Beta dealers have the technical support and digital mentorship to achieve their sales goals and thrive in the powersports market, both online and offline.



“We are incredibly honored to be chosen by Beta to enhance their brand presence across their dealership network and make sure the name Beta is top of mind for bike shoppers,” says David Mitchell, Vice President of OEM Relations at ARI. “It’s our pleasure to connect with hard-working Beta dealers and understand their unique marketing needs. With industry-inspired websites and a wide range of digital marketing and retailing tools, the Beta network will have every possible opportunity to convert online leads into long-term buyers.”

ARI’s complete suite of websites and marketing services is designed to drive more website leads and keep shoppers captivated throughout the full path to purchase. Beta dealers with an ARI website can take full advantage of award-winning digital tools to enhance their online prominence, including responsive design, ADA website compliance, automated email marketing, search engine optimization and marketing, e-commerce, inventory management, live chat and text tools and a 360° walkaround application.

“We have been building bikes since the early 1900s, and we recognize the hard work and innovation to stay in business for decades. ARI’s forty years of powersports experience is a testament to their products,” says Bryan Wunsch, Marketing Manager at Beta. “ARI brings the turnkey website and digital solutions to strengthen the Beta brand identity and position our dealers at the front of the pack in driving powersports sales.”

ABOUT ARI NETWORK SERVICES, INC.



For more than 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 BETA MOTORCYCLES



[Beta USA, Inc.](#) is the United States distributor of Beta Motorcycles. Beta Motorcycles has been a family-owned company since 1905, producing Italian motorcycles manufactured at their factory in Florence, Italy. Beta Motorcycles are known for their rideability and premium performance. Beta USA, Inc. imports and distributes Enduro, Trials, Dual Sport, and Motocross motorcycles to over 185 dealerships nationwide.