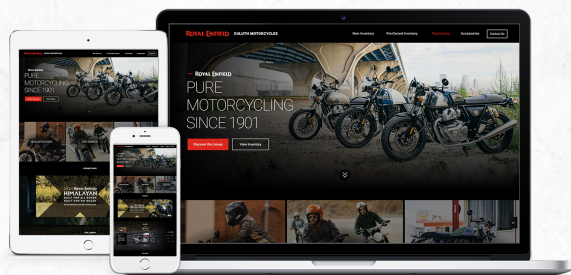


Royal Enfield Announces Dealer Spike as a Preferred Website Vendor

Dealer Spike and Royal Enfield are partnering on the launch of a Royal Enfield Zone to provide dealers with a strong, streamlined digital presence.



Wilsonville, OR, (May 2, 2021) – Dealer Spike has been named by Royal Enfield as a preferred website provider for Royal Enfield dealers. The goal of this partnership is to provide dealers with an improved Royal Enfield online showroom and sales lead generation by combining a Dealer Spike website with a Royal Enfield Zone.

Through the Zone program, Royal Enfield dealers can receive valuable access to Royal Enfield's current promotions and latest inventory, which they feature through eye-catching website banners; increase traffic from Royal Enfield's dealer locator page to their own websites; showcase Royal Enfield motorcycles in a fresh and attractive showroom and create a captivating branded experience for their shoppers.

"Dealer Spike is a leader in the powersports web category, and we're excited to partner with them in 2021," says Breeann Poland, Head - Marketing and Communications, Royal Enfield Americas. "The Royal Enfield Zone will provide our customers and dealers with a better online experience with our brand, which in turn will lead to more conversions and sales. We're looking forward to seeing the results this platform will generate for our dealer partners."

Dealer Spike's long-held passion for the powersports industry has engineered a full suite of turnkey solutions driven by real-world dealership experience. The company's premium services include industry-inspired websites with built-in SEO and ADA-compliance, responsive web design, a 360-degree walkaround application, streamlined inventory and e-commerce management and live chat and text tools. Dealer Spike knows what powersports dealers need to exceed shifting consumer expectations and stand out amongst the competition—and creates customized solutions for dealerships of all sizes.



“We are proud to partner with Royal Enfield to launch the Royal Enfield Zone program and expand the threshold of digital success for dealers,” says David Mitchell, Vice President of OEM Relations at Dealer Spike. “Royal Enfield has achieved so much over the last hundred years, and it’s an honor to be part of their story. It is our mission in this partnership to ensure that their brand remains top of mind for new and returning powersports enthusiasts, and that will be achieved by growing the digital presence of Royal Enfield dealers.”

About Dealer Spike



Dealer Spike is focused on driving online leads and in-store sales for dealerships in eight industries. The company provides powerful and distinctive web solutions and tools to thousands of dealers worldwide. Dealer Spike's expertise comes from real-world dealership experience and a passion for listening and responding to dealers' needs.

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

