

Segway Powersports Announces Dealer Spike as a Preferred Website & Digital Marketing Vendor

Through Segway Powersports' partnership with Dealer Spike, Segway dealers will benefit from a full suite of results-driven website and digital marketing tools.

Wilsonville, OR, (February 25, 2021) - Dealer Spike has been named by Segway Powersports as a preferred website and digital marketing vendor for Segway dealers. The goal of this partnership is to provide more productive, streamlined online platforms for Segway dealers who enroll in a Dealer Spike website. Additionally, dealers can receive exclusive partnership benefits such as co-op savings on digital services and a lead-boosting 'Segway Powersports Zone' that links to Segway Powersports' corporate dealer locator.

"We are proud and delighted to have been selected by Segway Powersports US to support their digital launch in the US," says David Mitchell, Vice President of OEM Relations at Dealer Spike. "We will exclusively offer dealers a turnkey Segway Powersports website solution powered with OEM assets and co-op support. We look forward to celebrating the success of such an innovative new product range."



Dealer Spike leverages real-world dealership experience to help dealers grow their businesses through powerful and innovative digital tools. The company provides a full suite of premium services such as industry-inspired websites with built-in Search Engine Optimization and ADA-compliance, responsive web design, 360-spin walkarounds, live chat and text tools and streamlined inventory management and e-commerce solutions. Dealer Spike knows what dealers need to drive more online leads and increase sales conversions—and creates dealer-specific toolkits to get the job done.

"It's a pleasure to partner with a high-tech company who has such a profound understanding of the needs and challenges of the powersports industry," says Shane Wilson, Vice President of US Sales & Marketing at Segway Powersports. "They have a proven ability to deliver the game-changing results we want to see for our dealers, and we look forward to a longstanding and fruitful partnership with the Dealer Spike team."



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 Segway Powersports



Segway Powersports uses the latest technology to manufacture all-terrain vehicles, utility side by sides, sport side by sides, on-road vehicles and more. A subsidiary of the Segway-Ninebot Group, Segway Powersports shares the Segway mission to provide high-quality, reliable and safe products for riders. The company specializes in R&D, production, sales and after-sales service of powersports products and adheres to the motto "FEAR NO PLACE."

