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ATV OEM partners with Dealer Spike to expand customer reach

👤 Brianne Ledda 📅 August 8, 2019 📁 [Dealer Pulse](#), [OEMs](#), [Sales & Marketing](#), [Technology](#)



ATV manufacturer [Kayo USA](#) has signed on with Dealer Spike, a custom web-design company, to push its products “into the public’s eye,” Kayo’s National Service Manager Anthony Fay told *Powersports Finance*.

“We’re a really small company, and we’re trying to get our products out there,” Fay explained.

Dealer Spike builds custom websites to suit dealers and connect “the line between the manufacturer and the dealer,” Dealer Spike’s Vice President of OEM Relations David Mitchell told *PSF*. For instance, OEMs can communicate directly with Dealer Spike to update product information and images on dealer websites.

Previously, Kayo sent dealers stock photos for their websites, which weren’t always added right away. With Dealer Spike, ATV models will be updated on dealers’ sites at the OEM’s request.

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“The importance of dealer websites in consumer decision-making is continuously increasing,” Mitchell said. Image quality “makes a huge difference,” and the platform linking OEMs directly to dealers improves both accuracy and speed to market, he noted.

Dealer Spike drives 30% more leads at dealerships through digital marketing tools that include search engine optimization, marketing automation, and targeted digital advertising, according to a press release.

Kayo USA currently works with “around” 50 dealers, which usually finance Kayo consumers through local credits, Fay said. The OEM’s ATVs cost between \$1,000 and \$3,400.

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