

Zero Motorcycles® Announces Dealer Spike as Exclusive Endorsed Vendor

Zero Motorcycles dealers in the U.S. and Europe receive access to Dealer Spike's award-winning website and digital marketing services.



Wilsonville, OR, (June 26, 2020) - Zero Motorcycles has named Dealer Spike as the exclusive endorsed vendor for Zero Motorcycles dealership websites in the United States and Europe. Through this partnership, Zero Motorcycles dealers will benefit from a stronger online presence and a streamlined Zero Motorcycles brand.

Dealer Spike equips dealers with a digital storefront and lead-boosting digital marketing tools. Services include ADA-accessible websites, Search Engine Optimization, Reputation Management and Search Engine Marketing.

"Just like Zero Motorcycles is the next step in motorcycle evolution, Dealer Spike is the next step in digital retailing. Our entire Dealer Spike team is delighted to work alongside Zero Motorcycles in supporting the powersports industry," says David Mitchell, Vice President of OEM Relations at Dealer Spike. "We are honored to have been named the exclusive endorsed vendor for Zero Motorcycles dealers."

In partnership with Zero Motorcycles, Dealer Spike will ensure that all dealer websites are up to date with the latest brand information and continue to uphold the brand's standards. In exchange, Zero Motorcycles provides its dealers with quicker website showroom updates featuring the latest model years, as well as regular banner promotions to drive sales.

"Dealer Spike is the only organization with both the powersports credentials and the technological fluency to bring the level of professional web-based sales and marketing tools that Zero Motorcycles dealers expect," said Mike Cunningham, Zero Motorcycles VP of Sales - Americas.



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 Zero Motorcycles®



Zero Motorcycles produced its first prototype in 2006, and since then has grown into an internationally known motorcycle company. Today, they produce high-performance electric motorcycles that combine the most advanced technology with the best aspects of traditional motorcycles.

