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ARI PREVIEW – 2012 DEALER EXPO

ARI: Booth 4861

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Company News – p. 1

New products descriptions – p. 2-5 – FootSteps Essentials; ParStream Essentials; PartStream Mobile; AccessoryStream.

ARI changes solutions packaging and pricing model; Introduces multiple editions of FootSteps™ and PartStream™ to make them affordable for dealerships of all sizes

PartStream™ is ARI's consumer-oriented online parts lookup and ordering solution. Dealers' customers and prospects can find the right part information immediately and in an easy-to-use format, using a quick search tool, intuitive illustrations, and parts listings. "PartStream offers the longest parts data history, complete with comprehensive content and high-quality, user-friendly diagrams," says Cheryl Pabich, Director of Marketing at ARI. PartStream improves parts lookup efficiencies to convert more visitors into buyers and enhance customer satisfaction and retention to increase sales and profits.

ARI now offers two editions of PartStream – Professional and Essentials. PartStream Essentials is an affordable, easy-to-use parts lookup solution designed for dealerships that are new to eCommerce or that have a limited volume of parts page views. "PartStream is fully scalable," explains Pabich. "As their online business grows and part views increase, dealers can upgrade to the more feature-rich PartStream Professional." ARI will launch a free, 30-day trial of PartStream Essentials (TryPartStream.com) in conjunction with Dealer Expo.

Both PartStream editions seamlessly integrate with *any* existing website and shopping cart – whether or not ARI is the provider – to fuel dealers' eCommerce sales. Part numbers, descriptions and brands are automatically indexed for search engine optimization, making it easy for qualified buyers to find and purchase parts online.

FootSteps™ comes in three versions, and has been integrated with several website providers. FootSteps Essentials is an affordable, easy-to-use lead management solution. It helps dealers convert more inquiries into sales by automating a consistent lead nurturing and communication strategy, and efficiently managing the sales process. Dealers can try FootSteps Essentials free for 30 days at TryFootSteps.com.

FootSteps Professional is a more feature-rich version of the award-winning solution. "It is primarily designed to support the more expansive needs of dealers with multiple locations and users," explains Pabich. "FootSteps Professional can also secure user access by role."

FootSteps Channel Connect is designed for powersports manufacturers. OEM leads are captured and distributed to the appropriate dealer in real-time to improve response time, and ultimately sales conversion rates. "Our experience has proven that responding to inquiries within the first two hours can increase the lead conversion rate by 80%," says Pabich. Manufacturers can contribute to nurturing relationships by marketing directly to both potential buyers and customers to further support their dealers' lead management efforts.

ARI's product development strategy is now focused on introducing multiple editions of the same technology-based solution so dealerships of all sizes can choose the product that best suits their business needs and budgets. "This shift to a new packaging and pricing model allows dealers to experience ARI's products firsthand and free-of-charge for 30 days before committing to the edition [Essentials or Professional] that is right for their business," says Pabich.

About FootSteps Essentials

Price: **\$65 per month**

Dealer Expo Special: **\$35 per month**

Based on ARI's award-winning lead management solution, FootSteps™ Essentials is packed with new features and functionality designed to further help powersports dealers sell more whole goods, parts, accessories, and service – *faster*.

FootSteps Essentials is an easy-to-use, affordable program that allows dealers to execute a consistent, professional communication strategy to keep their business at the forefront of prospects' and customers' minds.

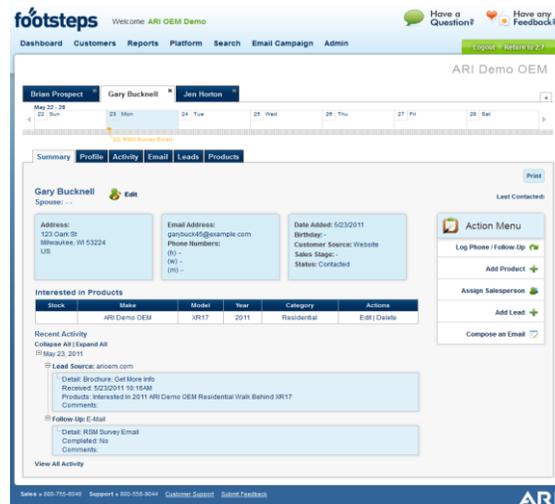
It helps dealers exceed buyers' expectations by delivering an immediate, personalized response while simultaneously automating the lead distribution process – getting *every* lead into the hands of an available and qualified salesperson.

FootSteps Essentials streamlines processes to give dealers a bird's eye view of their lead management performance and results, and provides the visibility they need to drive more sales. Unique in its ability to consolidate leads from multiple sources, FootSteps Essentials enables dealers to track, manage, and report lead management functions – all from one solution with end-to-end automation. **Dealers can try it free for 30 days at TryFootSteps.com.**

Key Features

Manage customer and prospect communications faster and more efficiently

- Quickly find customers and prospects who own the unit(s) you sell or service.
- Customer summary with most recent and critical information on one screen.
- Save time – Get on-screen notification of matching customers when adding new leads.
- Step-by-step guidance – Automatic inline help boxes pop up next to each input field.
- Reporting and dashboards – Graphs and charts highlight trends automatically.

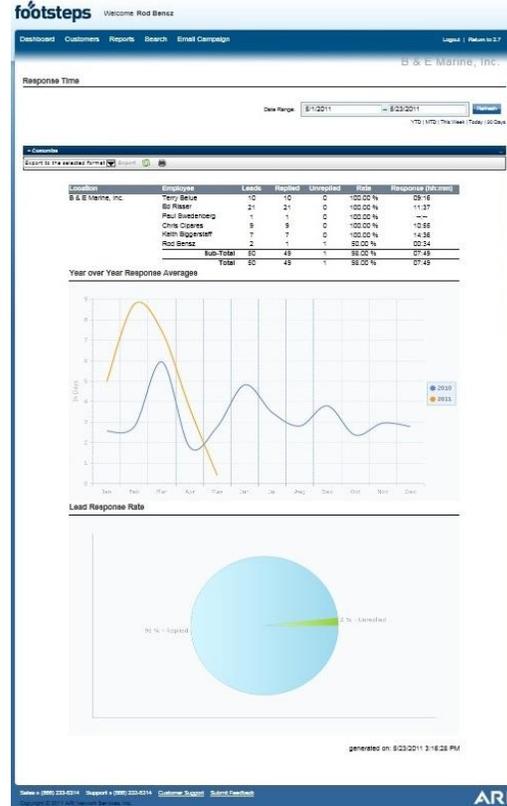


Drive higher sales conversion rates

- Email responses made easier and quicker with industry-tailored, customizable templates.
- Easy update of customer profiles, follow-up activity and sales status.
- Visual Task List (VTL) highlights follow-up activity and prompts upcoming touch points.
- Schedule email blasts for highest open and click-through rates.
- Automate email or letter correspondence so you don't miss out on an opportunity to follow-up.

Measure performance for continuous improvement

- Customizable dashboard with report widgets – All key metrics on one screen.
- Easy-to-customize graphs and visual reports can be auto-emailed to stakeholders on a schedule.
- Flexible report export available in PDF, CSV, TIFF, RTF, and EXCEL.



Why FootSteps Essentials is unique:

- Industry-tailored solution designed for powersports dealers – no costly implementations or consultants to disrupt your business.
- Intuitive interface and friendly navigation lead to immediate user adoption and productivity.
- Scheduled follow-up activities for consistent lead nurturing drive more sales.
- Continuous lead status monitoring ensures effective management and revenue-generating results.
- Customizable dashboard allows dealers to consistently make adjustments for higher sales conversion rates.
- Branded, built-in emails deliver a consistent, professional message and shorten response time.
- Running powerful email campaigns in minutes allows dealers to keep up the good work and foster prospect and customer relationships.
- Seamless integration with other ARI solutions generates more inquiries and sales. Leads are automatically imported from ARI-designed websites. FootSteps Essentials is also integrated with PartSmart®, ARI's leading parts lookup software known to more than 50,000 users, to turn every consumer interaction into a long-term relationship. With a simple click of the mouse, dealers can easily capture the customer's information in FootSteps at the time of a sale or service event, and record make and model information, part orders and service quotes.

About PartStream Essentials

Price: **\$99 per month (no additional catalog fees)**

Based on ARI's PartStream Professional, PartStream Essentials includes the key features a dealership needs to display sales-driving content on its website – without all the other bells and whistles other higher priced solutions carry. This affordable edition of PartStream allows dealers to start with the essentials and upgrade to a more feature-rich solution as their needs grow. A free, 30-day trial will be available in conjunction with Dealer Expo.

Key features and benefits include:

- Seamless integration with *any* existing website and shopping cart – with zero development.
- Immediate access to accurate OEM parts data and diagrams for the most popular brands.
- Part numbers, descriptions and brands are automatically indexed for search engine optimization, making it easy for qualified buyers to find and purchase parts online.
- Automatic parts update without any dealer intervention

Assembly
COWLING 2

< New Model FJR 1300AE - FJR13AIEYG - 2009 COWLING 2 Zoom In Zoom Out

Click and drag to move diagram view

Tag	Part #	Description	Price	Qty	
1	3P6Y2831-00-PA	BODY, FRONT LOWER 1 Use for Color DARK GRAY METALLIC A (DNMA / 0821)	\$823.73	1	Add to Cart
	3P6Y2831-00-P8	BODY, FRONT LOWER 1 Use for Color DARK GRAY METALLIC A (DNMA / 0821)	\$823.73	1	Add to Cart
2	3P6-21796-00-00	HINGE	\$7.22	2	Add to Cart

ARI launches ParStream™ Mobile Add-on

Price: **\$99 per month**

PartStream™ Mobile is the mobile version of ARI's consumer-friendly lookup and online ordering system that makes the right part information available immediately and in an easy-to-use format.

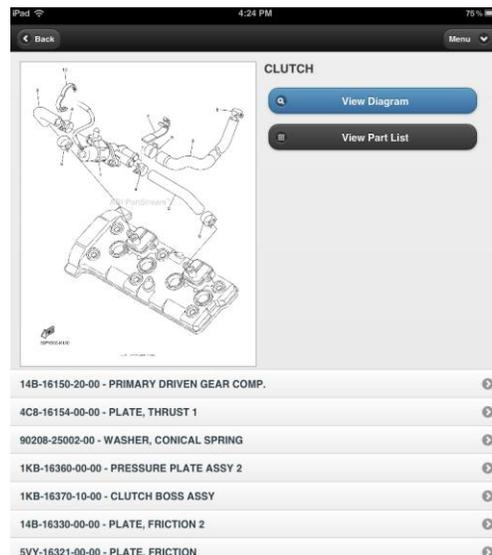
Dealers' customers and prospects can identify the right part using a quick search tool, intuitive illustrations and parts listings – all within a dealer's existing website.

PartStream instantly adds seamless eCommerce-enabled OEM parts lookup to any website. It improves parts lookup efficiencies, converting more visitors into customers and enhancing customer satisfaction and retention to increase sales and profits.



Why PartStream Mobile is unique:

- Compatible with all modern smartphones and tablets, including Android and iOS devices.
- No app required to download – PartStream™ Mobile runs automatically in mobile browsers.
- Consumers are automatically redirected to mobile app in browser.
- Interface automatically adapts to screen size and orientation (Landscape/Portrait).
- Touch-optimized experience and navigation includes pinch and zoom diagram viewing.
- Hot-spotted diagrams enable users to simply touch the desired callout to view part information and purchase.



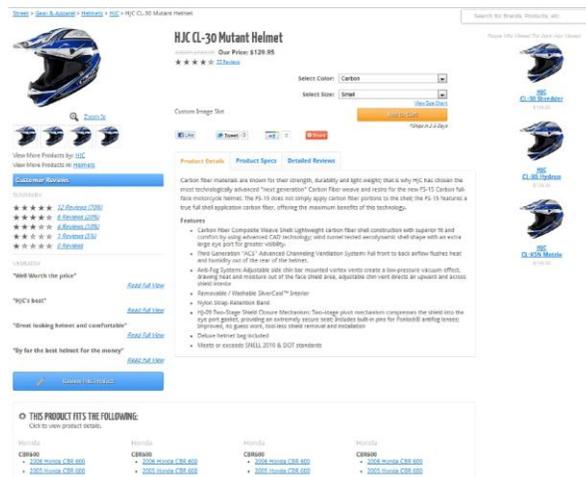
ARI Debuts AccessoryStream

Price: **Brand-new product. Pricing will be previewed at Dealer Expo.**

AccessoryStream provides seamless eCommerce catalog integration into any website and cart. The application enables a website owner to quickly and easily add detailed accessories merchandising to any website from leading catalogs, such as Tucker Rocky, Parts Unlimited, Western Powersports, and all major powersports OEMs.

AccessoryStream provides an advanced merchandising interface with user-friendly shopping features, such as product browsing filters, product quick views, and even shopping by model fitment.

AccessoryStream is fully customizable to match the look and feel of a dealership's website or branding.



Key features and benefits include:

- Flexible, service-oriented architecture enables website owners to add rich eCommerce accessories merchandising to their site with minimal investment of time and money to increase online sales.
- Advanced product browsing filters enable website visitors to quickly find the exact products that meet their needs in order to increase the number of shoppers that become buyers.
- Extensive accessories catalogs are available for all major distributors and OEMs and are automatically updated, reducing the cost of both maintenance and product errors.
- Innovative merchandising widget options enable the application owner to customize and extend the shopping experience to include helpful information, such as recently viewed items, items customers may also be interested in, and more, to help increase the average order value.