



THE ENGINE OF YOUR BUSINESS


The Dealer Inspire Platform is fully loaded with advanced tech to rally fans and accelerate sales with epic performance, harnessing the thrilling Harley-Davidson brand to power open road imaginations. We are fired up to partner in driving your business and to prove ROI every day with advanced analytics and best-in-class service.


Package Solutions	BASE PACKAGE \$899	ADVANCED PACKAGE \$1,399	DOMINATE PACKAGE \$2,099
Website Design	✓	✓	✓
Responsive Mobile Design	✓	✓	✓
#1 Page Speed Platform	✓	✓	✓
Lightning VRP	✓	✓	✓
Lightning VDP	✓	✓	✓
OEM Incentives	✓	✓	✓
Instant Site Search	✓	✓	✓
HTTPS Secure Site	✓	✓	✓
Page Builder with Inventory and Forms	✓	✓	✓
Technical & Performance Support	✓	✓	✓
Smart Credit Application	✓	✓	✓
Prizm Basic	✓	✓	✓
AudioEye	✓	✓	✓
Call Tracking (3 Separate Lines - New, Used, Service)	250 Minutes Included	250 Minutes Included	250 Minutes Included
Dedicated Dealer Inspire Performance Manager	✓	✓	✓
Personalization & Geo-Fencing		✓	✓
Conversations 1.0		Self Managed	Unlimited Managed Chats
Apple Wallet/ DI Wallet Integration			✓
PRIZM™ Elite (Custom Push Notifications)			✓
Performance Tools (Optimizely, Hotjar, Clicky)			✓
Standard SEO Powersports			✓
METAL™ Lithium IMS (IMS Exports Not Included)	✓	✓	✓






A LA CARTE

 CONVERSATIONS	Price / Mo
Conversations 1.0 (Self-Managed)	\$299
Conversations 1.0 (Managed Chat Unlimited)	\$599

 ADVANCED CAPABILITIES	Price / Mo
METAL Inventory Exports	\$199
Additional Call Tracking Numbers	\$5 <i>(per line)</i>
Additional 250 Call Tracking Minutes	\$25

 CONNECTED MARKETING	Price / Mo
Standard Powersports SEO Package <small>(DI customers only)</small>	\$499
Advanced Powersports SEO Package <small>(DI customers only)</small>	\$999
Dominate Powersports SEO Package <small>(DI customers only)</small>	\$1,499
Email Marketing Starter Powersports <small>(up to 2/mo)</small>	\$499
Email Marketing Advanced Powersports <small>(up to 2/mo + automated new customer campaign series)</small>	\$999
Email Marketing Pro Powersports <small>(up to 3/mo + 2 automated new customer campaign series)</small>	\$1,499
Email Marketing Set-up Fee	\$750 <i>(one-time)</i>

