



HARLEY-DAVIDSON[®]
USA DEALER PRICING
APRIL 2019

Room**Fifty Eight[™]**



HARLEY-DAVIDSON® DEALER DIGITAL WEBSITE PROGRAM



WHY CHOOSE RoomFiftyEight?

Room 58 has been working directly with Harley-Davidson® all round the globe for over 12 years. Our team is passionate about the brand and dedicated to helping you deliver a great online customer experience, so, we created a market-leading dealer website platform, **MORILLIAN® MBWS**. Designed specifically to meet the needs of Harley® Dealers, our solution is easy to use, delivers results and helps you sell and service more bikes.





PACKAGED SOLUTIONS

 DEALER WEBSITE DELUXE PACKAGE	DELUXE \$399*	PREMIUM \$599*	PREMIUM+ \$899*	PRESTIGE \$1,799*
Cloud hosted website	✓	✓	✓	✓
Easy to use CMS	✓	✓	✓	✓
Responsive website design	✓	✓	✓	✓
Harley-Davidson® approved themes	✓	✓	✓	✓
Custom Blog or News	✓	✓	✓	✓
Events module	✓	✓	✓	✓
Video gallery	✓	✓	✓	✓
Photo gallery	✓	✓	✓	✓
Editable dealer details including workshop and store opening hours	✓	✓	✓	✓
Dealer customizable navigation	✓	✓	✓	✓
Scheduled/auto publish/unpublish	✓	✓	✓	✓
Billboard creator with approved imagery	✓	✓	✓	✓
Website tile/MPU creator	✓	✓	✓	✓
Harley® specific trademark and snippet creator in WYSIWYG text editor	✓	✓	✓	✓
Enhanced showroom pages including lifestyle imagery, 360s, tank colours and video	✓	✓	✓	✓
Free-text search	✓	✓	✓	✓
Support of all required 3rd-party integrations	✓	✓	✓	✓
Online self-service training and help portal	✓	✓	✓	✓
Custom landing pages and promotions	✓	✓	✓	✓
Integration with Harley-Davidson® Dealer online tools	✓	✓	✓	✓
Dynamic "Thank You" pages after conversion	✓	✓	✓	✓
Integration with finance promotional tools, trade-in valuation, soft search and shop by payment	✓	✓	✓	✓
Basic call tracking (3 departments excluding minutes)	✓	✓	✓	✓
Open graph metatags for Facebook	✓	✓	✓	✓
Content sharing via social media	✓	✓	✓	✓
Reserve and collect	✓	✓	✓	✓

*Price shown are on a per monthly basis

 DEALER WEBSITE DELUXE PACKAGE (CONTINUED)	DELUXE \$399*	PREMIUM \$599*	PREMIUM+ \$899*	PRESTIGE \$1,799*
Inventory management	✓	✓	✓	✓
Dynamic inventory search	✓	✓	✓	✓
Related inventory module	✓	✓	✓	✓
3rd party in-bound inventory feeds including Talon	✓	✓	✓	✓
3rd party out-bound inventory feeds	✓	✓	✓	✓
Integrations with 3rd party video inventory feeds	✓	✓	✓	✓
Custom form template library	✓	✓	✓	✓
Dealer editable in-page SEO management – page titles, meta description and URLs	✓	✓	✓	✓
301 redirects for the top pages on previous websites	✓	✓	✓	✓
SSL implementation and management	✓	✓	✓	✓
Schema.org	✓	✓	✓	✓
Implementation of Google Analytics tagging	✓	✓	✓	✓
Integration with Google 360 business view	✓	✓	✓	✓
BI dashboard	✓	✓	✓	✓

 DEALER WEBSITE PREMIUM PACKAGES	DELUXE \$399*	PREMIUM \$599*	PREMIUM+ \$899*	PRESTIGE \$1,799*
Content migration excluding inventory		✓	✓	✓
Dealer specific favicons		✓	✓	✓
Social media aggregator		✓	✓	✓
Click and Collect with PayPal integration		✓	✓	✓
Personalized content modules on the homepage		✓	✓	✓
Model year, retail environment and seasonal themes		✓	✓	✓
Integration with 3rd party video inventory feeds		✓	✓	✓
Featured inventory module		✓	✓	✓
Integrated hang tag creator		✓	✓	✓
Integration of specific Dealer managed Google Analytics tags		✓	✓	✓
Dealer Group mass content management and publication from one admin panel			✓	✓
Ability to publish multiple locations on one website only if they share the same Dealer ID			✓	✓
Multi location inventory listing			✓	✓
Basic SEO (Website audit, health check, onsite analysis – (up to 5 pages per month) to include: Page titles, meta descriptions, image alt text, H1 + H2, broken link fixes)			✓	✓

 DEALER WEBSITE PRESTIGE PACKAGE	DELUXE \$399*	PREMIUM \$599*	PREMIUM+ \$899*	PRESTIGE \$1,799*
Inventory Migration including image upload where required (max 100 bikes, thereafter \$150 per hour)				✓
Personalized Dealership Theme with suite of custom assets – slider, page image headers, MPUs				✓
Dedicated sales, parts and accessories, service, MotorClothes® and merchandise call tracking numbers (6 numbers including 500 mins)				✓
Email marketing – Free set up, excludes cost to send				✓
Advanced SEO (Including the basic package above with the following extras: Content analysis with recommendations and 1x onsite content article)				✓

*Price shown are on a per monthly basis



DEALER WEBSITE PRESTIGE PACKAGE (CONTINUED)

DELUXE
\$399*

PREMIUM
\$599*

PREMIUM+
\$899*

PRESTIGE
\$1,799*

Google My Business management	✓
Google My Business reputation management	✓
Full eCommerce solution (ECWID)	✓
Multi-lingual sites (English, French Canadian, Spanish [Latin American])	✓



ADD-ONS À LA CARTE SERVICES

CONTENT

Dealer Website Content Migration – All content excluding inventory	One-Time	\$799.00
Inventory migration including image upload where required	Hourly	\$150.00
Personalized Dealership theme with suite of custom assets – slider, page image headers, MPUs	One-Time	\$1,400.00

EMAIL

Email hosting set-up and migration (up to 100 addresses)	One-Time	\$799.00
Email hosting per address	Monthly per address	\$3.50
Email marketing	Cost per send dependant on subscription volumes	

SEO PACKAGES

Bronze	Monthly	from \$235
Website audit, health check, onsite analysis – (up to 5 pages per month) to include: Page titles, meta descriptions, image alt text, H1 + H2 and broken link fixes		
Silver	Monthly	from \$470
Website audit, health check, onsite analysis - (up to 7 pages per month) to include: Page titles, meta descriptions, image alt text, H1 + H2, broken link fixes, content analysis with recommendations, 1x onsite content article, GMB (Google My Business) management and GMB reputation management		
Gold	Monthly	from \$1,405
Everything in the silver package plus: 6 high quality link placements, 6 articles for the links, 12 tier-2 links, 20+ social signals, 1x PR link, 1x 600 word blog and 1x onsite content		
Platinum	Monthly	from \$2,800
Everything in the silver package plus: 15 high quality link placements, 15 articles for the links, 30 tier-2 links, 50+ social signals, 2x PR link, 2x 600 word blog and 2x onsite content		

*Price shown are on a per monthly basis

OVERVIEW OF ROOM 58 SOLUTION

Having worked with HDMC for over 12 years, Room 58's **MORILLIAN[®] mBWS** was created specifically to meet the needs and demands of Harley-Davidson[®] dealers.

This easy to use, proven technology delivers results and maximizes shopper engagement and conversion regardless of platform. Since moving to BWS, our dealers have confirmed to us that the quality and number of leads increased dramatically.

H-D[®] dealers worldwide

450

Number of countries

66

Number of languages

34

Customer satisfaction

100%



EASY TO USE ADMIN PANEL

Designed for your dealership, our intuitive admin panel gives you full control over your online presence. With very little experience of updating websites, you can edit and manage your content, navigation and site design, whenever you want.

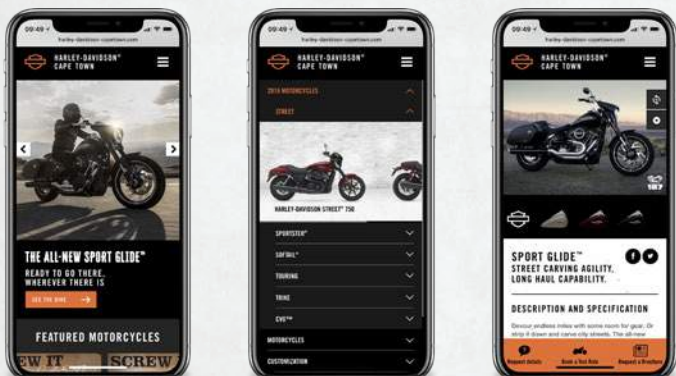
Designed specifically with Harley[®] dealers in mind, we have continuously developed the platform to support the H-D[®] customer journey and to complement and integrate with a range of popular digital retailing and inventory management tools.

With **MORILLIAN[®] mBWS**, there is no need for hours of training. Should you get stuck, we have a range of video tutorials on our online support portal or a dedicated team member ready to help either by phone or email.



FULLY RESPONSIVE DESIGN

Whether your customers are visiting you on a mobile, tablet or desktop, our responsive design will ensure that your customer's browsing experience is optimized, engaging and easy. No need to create separate sites, our admin panel enables you to create mobile and desktop enhanced pages from one interface. This helps you increase your reach to tablet and mobile audiences, consolidate your analytics and reporting as well as increase your visibility in search engines.

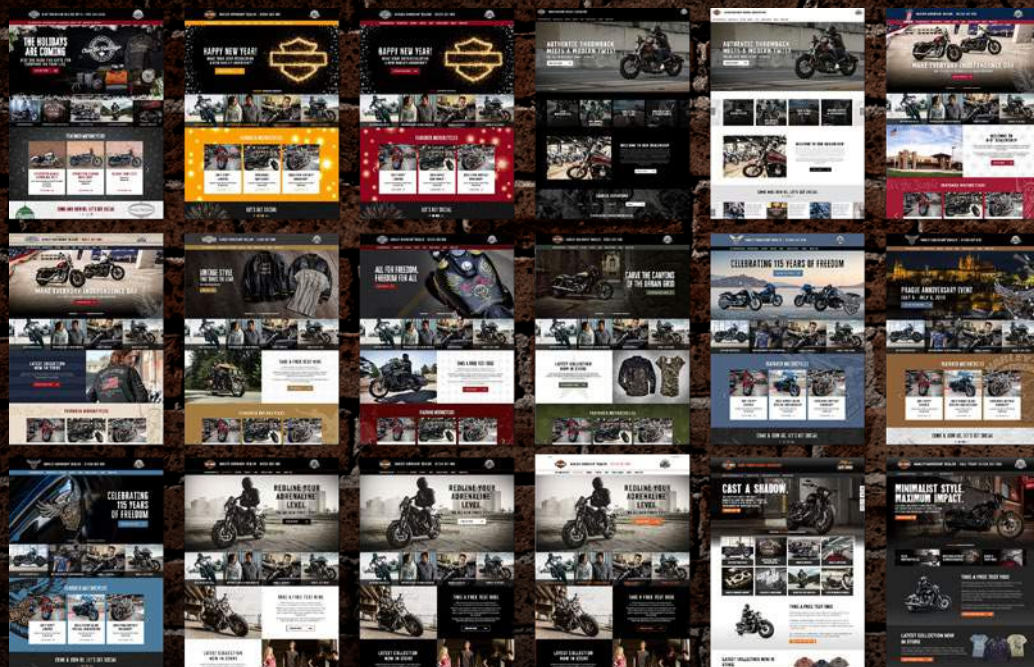


BUSINESS INTELLIGENCE AT YOUR FINGERTIPS

Our interactive dashboard provides you with information and insight to help you make informed commercial decisions. Leads are categorized into pre- or post-sale, so your experienced departmental team members can maximize conversion and grow your revenue.

Removing the need to trawl through lengthy Google Analytics reports, you can check how your website is performing on a daily basis. Our reporting interface enables you to view top level website statistics or drill down into more detail with one simple click. Call tracking data is also reported within the interface to help you understand where leads are originating from.

This valuable information will help you understand what your customers are looking for and assist you in driving sales, interest, engagement and footfall to your dealership.

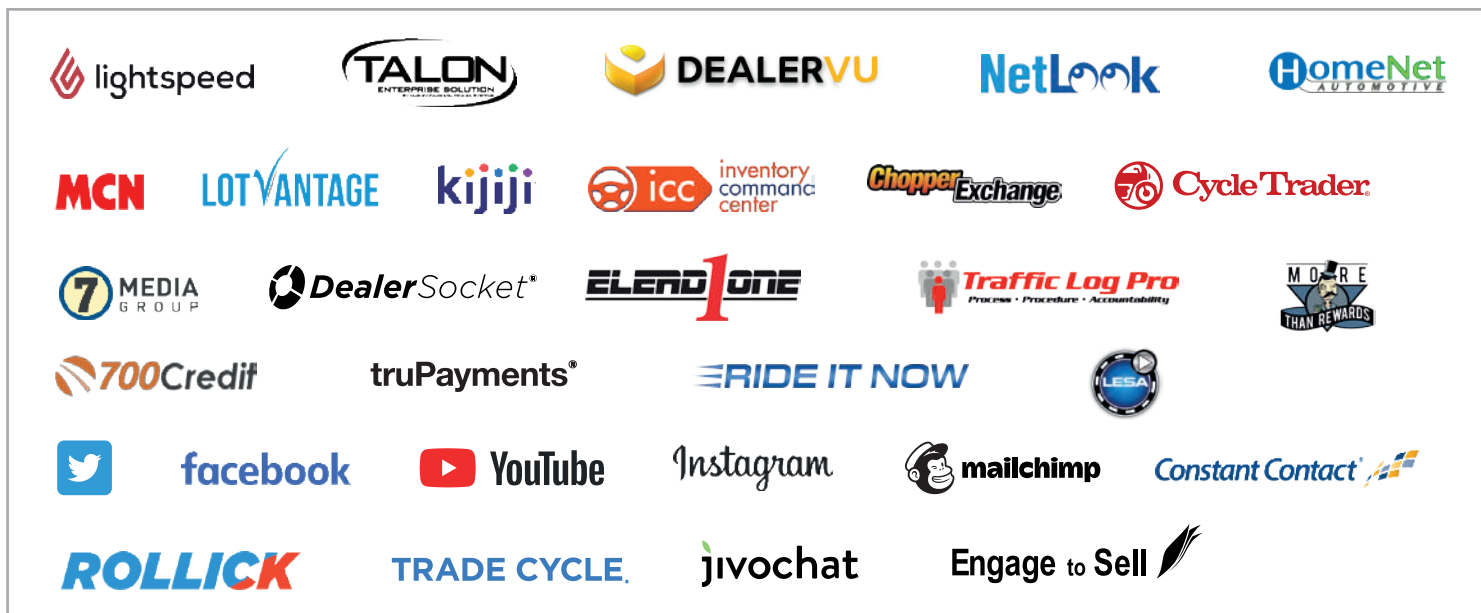


"Currently
30
Harley-Davidson®
approved website
templates"

ONE CLICK TO CUSTOMIZE

MORILLIAN™ MBUS allows you to give your website a fresh new look as often as you wish. Take control of your website's look and feel by selecting from our list of multiple themes. From corporate, retail environment, campaign lead and seasonal themes, you can change the way your website looks with just a click of a button; and best of all you will remain within the brand guidelines.

OVER 30 THIRD PARTY INTEGRATIONS AVAILABLE AS STANDARD



Room 58 as a specialist dealer website provider has possibly the widest selection of available integrations of any dealer website provider.

We are industry leading experts in the integration (inbound and outbound) of Inventory management, DMS,

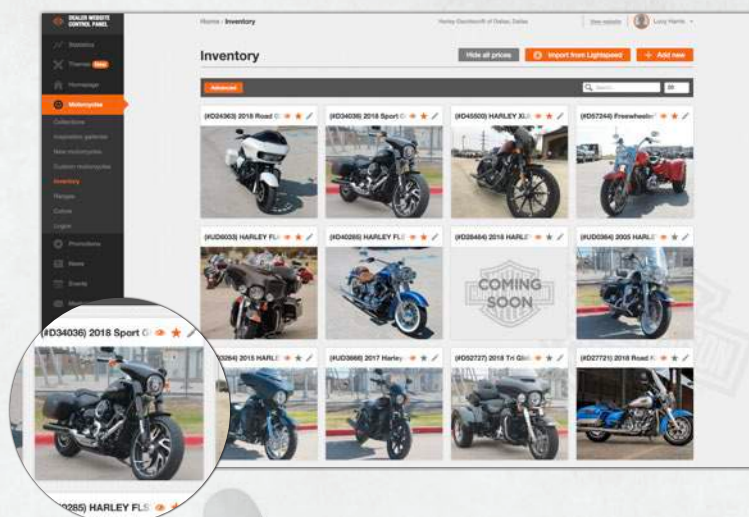
tagging, finance widgets, 3rd party websites (Chopper Exchange, Cycle Trader etc), Lead Management systems. Iframes can be supported as standard on any page or on any menu link and can be set up by the dealer or implemented by Room 58.

INTUITIVE INVENTORY MANAGEMENT

With our intuitive management tools, you can merchandise and market your full inventory across devices and drive more engagement and sales.

Whether importing your inventory from your DMS, Talon, CDK Lightspeed, DealerVu or using our motorcycle manager, you can easily manage stock levels, add pictures, prices and custom descriptions or integrate individual bike walk-rounds and smart video for your sales and service departments in association with LESA or CitNOW. You can also push your inventory out to various external sites, such as CycleTrader, Facebook and Chopper Exchange.

In addition, you can add customized promotions and incentives and personalized 'Call to Action' (CTA) buttons including finance, trade in and test ride booking.



DIGITAL RETAILING

Digital Retailing encompasses a broad spectrum of services designed to make the customer path to purchase easy and more engaging, converting online leads into in-dealership sales.

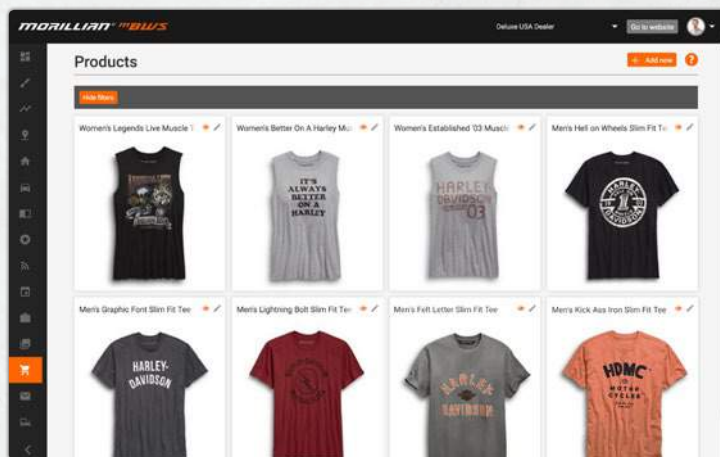
These include:

- Realistic trade-in offers
- Shop by payment
- Finance calculators
- Online credit applications
- eCommerce for dealer branded merchandise

We integrate with all major third-party applications in the USA. Trade-in Valuations in association with Digital Power Solutions via TRADE CYCLE. This trade-value web tool gives visitors an instant and realistic appraisal of their bike and sources a realistic trade-in value from recognized data providers, BlackBook or NADA.

Shop by Payment, in association with Digital Power Solutions via RideItNow™, is the industry's first shop-by-payment and payment pre-qualifier, instantly generating a lead with eligibility information. You can also seamlessly link through to the Harley-Davidson® Finance Credit Application.

Room 58 also offers a range of eCommerce options for Dealer branded merchandise and clothing. From reserve and collect to drive footfall into the dealership to full eCommerce through one of the leading e-Commerce providers, Ecwid. Your shop will sit seamlessly in your website.



SEO SERVICES

Our platform provides a great tool for facilitating best SEO practices and is built from the ground up with organic search in mind. Our pages are optimized to look great in search results and social media shares with schema.org, Facebook OG and Twitter Card.

In-built tools enable you to manage bespoke Page Titles and descriptions, helping you to improve local search results. Our platform enables you to create high-ranking VDPs - bike detail pages - by adding bespoke content and rich media.

New dealers coming on to our platform will be offered the opportunity to have 301 redirects added from the most popular pages of their previous site, hence ensuring that any existing search equity is maintained.

Advanced SEO packages are available to assist with local search improvement, optimization of Google My Business pages, social media marketing and reputation management - all critical for increasing traffic to your site.



BESPOKE DESIGN AND MARKETING SERVICES

From our heritage as a design and marketing agency, who has worked directly with Harley-Davidson® Motor Company for many, many years, we are also able to offer bespoke design services.

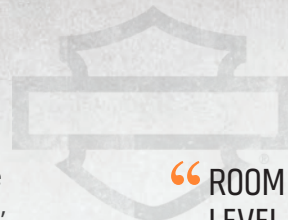
From a tailored dealer website theme, with personalized sliders, page image headers and website tiles, to assistance with the design of local promotional materials or email templates, we are here to help and you can rest assured your designs will be brand-compliant.



FULL DEALER SUPPORT

Everyone on the support team lives and breathes the Harley® brand. We are Harley® evangelists and riders, who speak your language. Our team comprises a wealth of skills from account management, experienced digital designers and developers to marketing experts. Whatever you need, we are here to help.

Support is offered through our online help and training portal that includes a plethora of FAQs, tips, best practice guides and video tutorials. You will also be given a personalized online training session upon enrolment and our team are at hand either by email or phone to assist on an ongoing basis.



“ROOM 58 TAKES YOUR WEBSITE TO THE NEXT LEVEL WHILE DOING SO WITH UNRIVALLED CUSTOMER SUPPORT. THE ROOM 58 TEAM IS ALWAYS INNOVATIVE, ALWAYS EFFICIENT AND THE ADMIN PANEL ALWAYS EASY TO USE. THEY SIMPLY CARE MORE ABOUT THEIR PRODUCTS AND THEIR CUSTOMERS. NO REFERENCE WILL EVER DO THEM JUSTICE. EXPERIENCE THEIR WORK FIRST HAND AND YOU WILL NEVER BE DISAPPOINTED.”

Victorville Harley-Davidson®

“THE ROOM 58 TEAM IS SO ATTENTIVE AND ENJOYABLE TO WORK WITH, AND WE ABSOLUTELY LOVE OUR WEBSITE! OUR SITE LOOKS BEAUTIFUL AND IT'S ALSO EXTREMELY EASY ON THE BACKEND TO UPDATE. WE COULDN'T BE HAPPIER!”

San Diego Harley-Davidson®





Room**Fifty Eight**®

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