R58 ROOM FIFTY EIGHT™

Choose Room 58 and Rev Up Your Online Presence

Digital solutions built for Harley-Davidson® dealers.

One platform to get your Harley-Davidson® dealership found, win shoppers, and sell more, backed by the Room 58 team.

1 POWER YOUR INVENTORY

Every unit accurate everywhere.

- Unlimited inventory exports and integrations keep listings current with less manual work.
- Mobile Inventory Manager to manage stock from anywhere.
- Multi-location inventory sharing and filtering across your rooftops.

2 GET FOUND

Rank when local riders search.

- SEO Made Easy built in on every site; step up to SEO Bronze and Silver.
- Unlimited OEM themes and upgraded homepage widgets keep the H-D® look sharp.
- SEO Dashboard and geo-targeting available to go further.

3 WIN THE SHOPPER

Turn browsers into buyers.

- mSAM merchandising and an integrated hang tag creator make units pop.
- Increased form ability plus Podium live chat capture more leads.
- VDP optimization, AI tool, and e-commerce for parts and garments (add-ons).

4 ENGAGE & GROW

Bring shoppers back, grow every account.

- Email marketing to nurture shoppers hands-free.
- Digital Marketing Packages to drive demand.
- Dealer Group Admin Panel to run multiple stores in one place.

Built for dealers, not a generic website builder · ADA compliance built in with AudioEye · Unlimited integrations & inventory exports · Content and technical support

Let's Ride!

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Website Packages

Every package is built on the same platform. Pricing is per month and excludes a one-time setup fee. Additional location fee: Silver +$99/location.

Bronze $499

Get online, done right.

- Standard Website
- Unlimited Integrations
- Unlimited Inventory Exports
- AudioEye (ADA compliance)
- SEO Made Easy Tool
- Mobile Inventory Manager
- Content & Technical Support

Silver $749

Turn your site into a lead engine.

Everything in Bronze, plus:

- Unlimited OEM Themes
- Increased Form Ability
- mSAM merchandising
- Integrated Hang Tag Creator
- Upgraded Homepage Widgets

Gold $1,049

Scale across your rooftops.

Everything in Silver, plus:

- Dealer Group Admin Panel
- Multi-Location Filtering
- Multi-Location Inventory Sharing
- SEO Bronze

Platinum $1,799

The full platform.

Everything in Gold, plus:

- Email Marketing (third-party tool)
- Personalized Theme
- SEO Silver

Add-ons to go further

- VDP Optimization +$399
- SEO Dashboard +$99
- Geo-targeting (per geo-target) +$199
- mSAM +$59
- Additional Language +$149
- AI Tool +$99
- E-commerce +$49
- Podium Live Chat +$299
- Additional Usage (5,000 bundles) +$9.99
- IMAP Email Hosting (per address) +$2.99
- Personalized Theme +$1,399
- Email Marketing (incl. 20,000 sends) +$99
- Digital Marketing Packages (see Digital Marketing Packages)

Additional fees may apply for some integrations and website add-ons.

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