

A full-page background image showing a rider on a Harley-Davidson motorcycle. The rider is wearing a black leather suit, gloves, and a helmet, leaning into a turn on a paved road. The motorcycle is a cruiser style with a large headlight and dual mirrors. The background consists of steep, green mountains under a clear sky.

Harley-Davidson®
USA Dealer Pricing
December 2024
Room Fifty Eight™

Why Choose Room 58

Room**FiftyEight**®

Room 58 has been working directly with Harley-Davidson® all round the globe for over 15 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. 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.

Choose your Package

Bronze \$499PCM

- Easy to use CMS provides complete flexibility over the layout and design of your pages, including mobile views and animations.
- Custom Blog and Events Module
- Video and Photo Gallery
- Editable dealer details including workshop and store opening hours
- Dealer Customizable Navigation
- Schedule and automatically publish/unpublish content such as news, events, billboards and more
- Billboard Creator with approved imagery
- Full Site Search
- Enhanced showroom pages including lifestyle imagery, 360s, tank colours and video
- Support of all required 3rd-Party Integrations
- Custom landing pages and promotions
- Dynamic 'Thank You' Pages After Conversion
- Basic Call Tracking
- Social Media icons on site
- Reserve and collect
- Open Graph Metatags for Facebook
- Inventory Management and Search
- 3rd party in-bound inventory feeds
- 3rd party out-bound inventory feeds
- Custom form builder
- Dealer editable in-page SEO management – page titles, Meta description and URLs
- 301 Redirects for The Top Pages on Previous Websites
- Integrated BI Dashboard
- Customisable template pages ready to go for seasonal and model campaigns
- Cloud hosted website

Inventory Management App included
with all packages

Silver \$749PCM

All features listed in Base Website Package plus:

- Access to over 30 H-D approved themes
- Increased Form ability - 2 step and hidden sections
- Social Media aggregator and posting tool
- Featured Inventory and events Module on homepage
- Integrated hang tag creator
- SEO Dashboard and SEO bulk editing tool

Gold \$1049PCM

All features listed in Silver Package plus:

- Dealer Group mass content management and publication from one admin panel
- Ability to publish multiple location on one website only if they share the same Dealer ID
- Multi location inventory listing
- SEO services included (Website audit, health check, on-site analysis – (up to 5 pages per month) to include: Page titles, meta descriptions, image alt text, H1 + H2, broken link fixes)

Platinum \$1799PCM

All features listed in Gold Website Package plus:

- 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 above package with the following extras: Content analysis with recommendations and 1x on-site content article)
- Google My Business integration
- Multi-lingual sites (English, French Canadian, Spanish [Latin American])
- VDP SEO Optimisation
- Geo-targeted SEO for inventory – 5 Locations

Harley-Davidson® Dealer Website Solutions – Pricing

Room**FiftyEight**®

Choose your Add-ons

Content

Additional language (per language per site)	Monthly	\$149	<input type="checkbox"/>
Personalized dealership theme	One-Time	\$1399	<input type="checkbox"/>
AI Content Generation Tool	Monthly	\$99	<input type="checkbox"/>
Ecommerce (1,500 products)	Monthly	\$49	<input type="checkbox"/>
Live chat provided by Live Podium	Monthly	Enquire	<input type="checkbox"/>
ADA compliance tool by AudioEye	Package selection after enrolment		<input type="checkbox"/>

Email Marketing & Hosting

20,000 outbound emails	Monthly	\$99	<input type="checkbox"/>
Additional 5,000 outbound emails	One-Time	\$9.99	<input type="checkbox"/>
IMAP Email Hosting per address	Monthly	\$2.99 per address	<input type="checkbox"/>

SEO / GMB

Bronze Includes SEO Dashboard. Site health check & analysis – up to 5 pages per month includes recommendations on Page titles & meta data, alt tags, H tags & link fixes	Monthly	\$235	<input type="checkbox"/>
Silver Includes SEO Dashboard. Website audit, health check & analysis - up to 7 pages per month edited by Room 58 to include optimization of Page titles & meta data, alt tags, H tags & link fixes. Plus landing pages with 2 Geo-targeted locations	Monthly	\$470	<input type="checkbox"/>
Gold Includes SEO Dashboard. Website audit, health check, on-site analysis - up to 9 pages per month edited by Room 58 to include optimization of Page titles & meta data, alt tags, H tags & link fixes. Plus landing pages with 3 Geo-targeted locations & VDP optimization across entire inventory, 1 x SEO optimized article, backlink analysis	Monthly	\$1405	<input type="checkbox"/>
Platinum Includes SEO Dashboard. Website audit, health check, on-site analysis - up to 11 pages per month edited by Room 58 to include optimization of Page titles & meta data, alt tags, H tags & link fixes. Plus landing pages with 5 Geo-targeted locations & VDP optimization across entire inventory, 2 x SEO optimized articles, backlink analysis & page speed optimization	Monthly	\$2800	<input type="checkbox"/>
SEO dashboard	Monthly	\$99	<input type="checkbox"/>
VDP optimisation	Monthly	\$399	<input type="checkbox"/>
Geo-targeted inventory pages (per location)	Monthly	\$199	<input type="checkbox"/>
Geo-targeted ecommerce (per location)	Monthly	\$199	<input type="checkbox"/>

Social Media

mSAM (Schedule posts and publish your inventory directly to your social media)	Monthly	\$99	<input type="checkbox"/>
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Overview of Room 58 Solution

We've worked with HDMC for over 15 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. Since moving to mBWS, our dealers have experienced that both the quality and number of leads increased dramatically.

H-D[®] Dealers worldwide

580

Number of countries

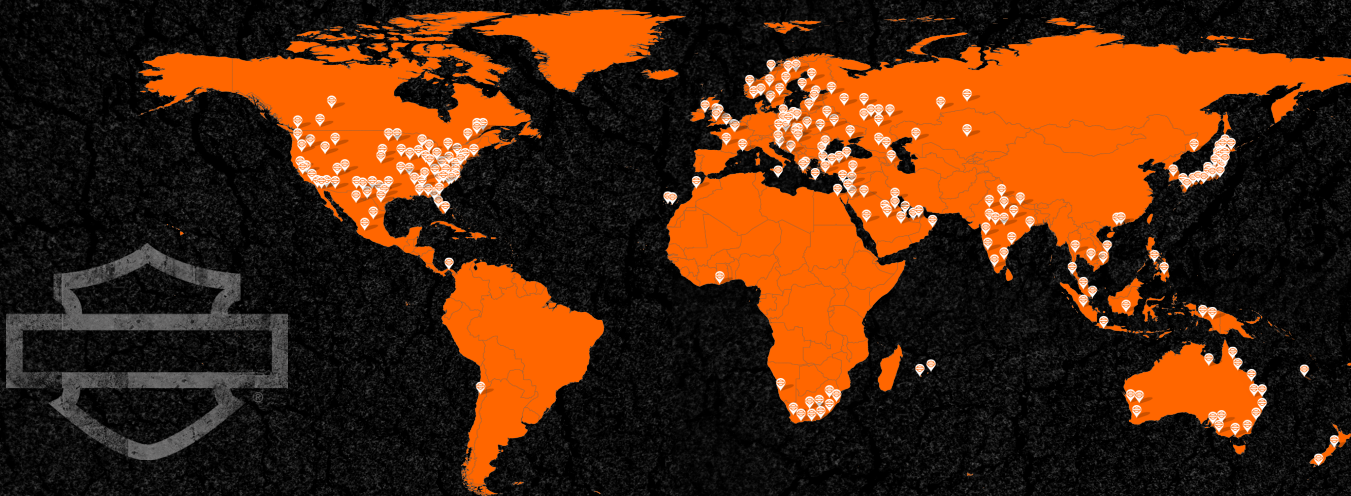
66

Number of languages

34

Customer satisfaction

100%

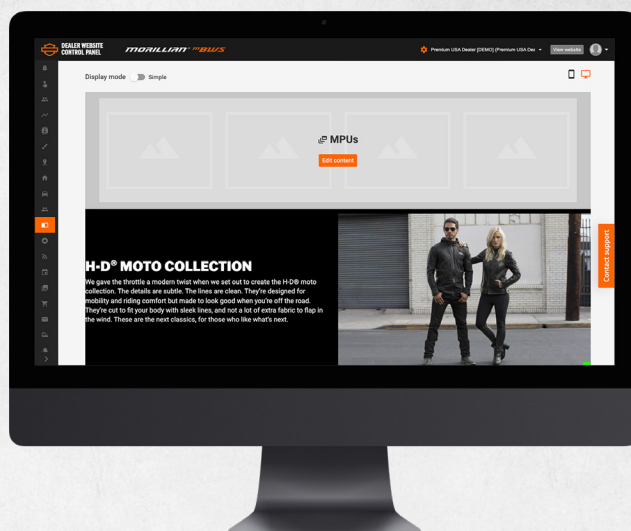


Easy to Use Admin Panel

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.

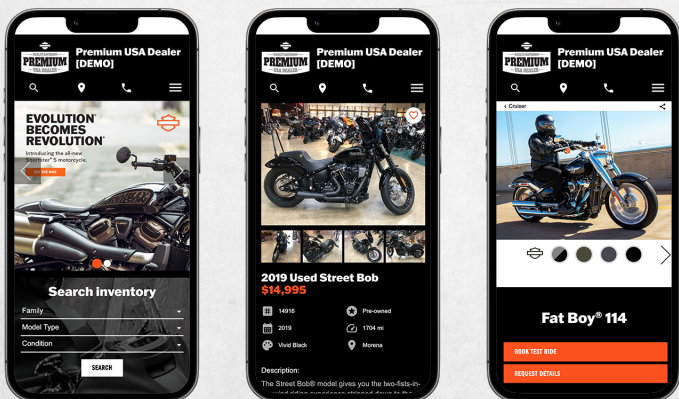
We have continuously developed the platform to support the H-D[®] customer journey and to complement and integrate with a range of popular digital retailing and inventory management tools.

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.



Full Dealer Support

Everyone on the support team lives and breathes our dealers' brands. We are powersport 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.

“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 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.”

Victorville Harley-Davidson®

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,

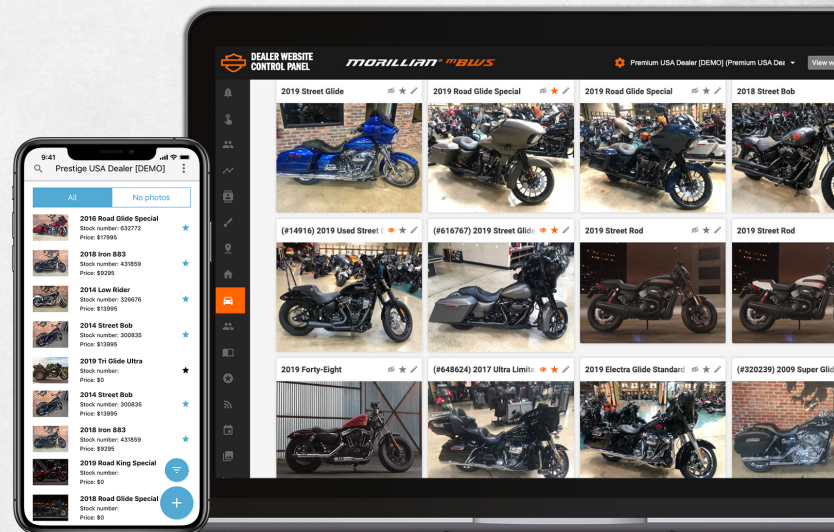
tagging, finance widgets, 3rd party websites (**Chopper Exchange**, **Cycle Trader** etc), Lead Management systems. Iframes can be supported as standard on any page or on any menu link and can be set up by the dealer or implemented by Room 58.

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 & mobile app, 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.

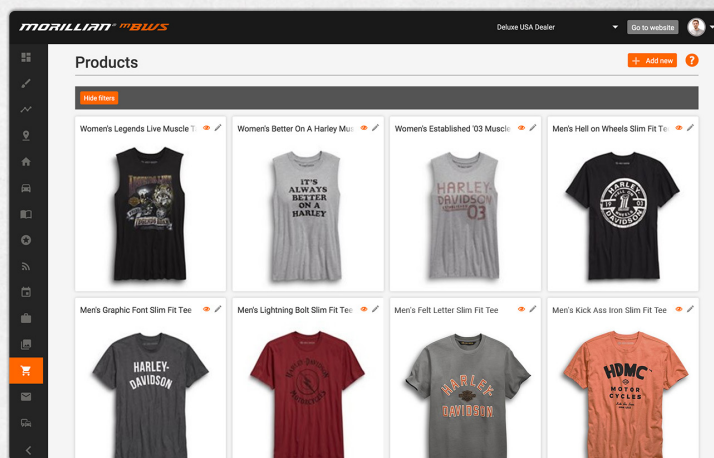
These include:

- 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 RideltNow™, 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 OEM Finance Credit Application.

Room 58 also offers a range of eCommerce options for OEM 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.





Room**Fifty Eight**™

Room58.com

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