**FOR IMMEDIATE RELEASE**

**KIOTI Tractor Selects ARI as a Preferred Provider of Co-op Eligible Dealer Websites for its North American Dealer Network**

**Milwaukee, Wis., April 24, 2018** –ARI Network Services, Inc. announced today that KIOTI Tractor has selected ARI as its preferred provider of co-op eligible dealer websites for its network of North American dealers. KIOTI Tractor is a division of Daedong-USA, Inc. specializing in the manufacture and distribution of high quality tractors, UTVs, attachments and implements.

Qualified dealers can apply co-op funds toward an ARI Dealer Website. KIOTI dealers should reference the KIOTI co-op guidelines for eligibility and reimbursement details.

“This partnership allows KIOTI to assist our dealers in creating customer-friendly websites,” said Peter Dong-Kyun Kim, President and CEO of Daedong-USA, Inc., KIOTI Tractor Division. “We always strive to support our dealer network, and as our preferred website provider, ARI will support our dealers’ online KIOTI presence.”

ARI Dealer Websites make it easy for online shoppers to explore the entire KIOTI product catalog. Shoppers will now have access to brochure content on KIOTI’s entire whole goods product catalog as well as a consumer-oriented, illustrated parts lookup that features KIOTI’s complete replacement parts catalogs.

“We are excited to partner with KIOTI as their preferred provider of co-op eligible dealer websites,” said Paul Berkholtz, ARI’s Director of Business Development – Outdoor Power. “Tractor buyers turn to the internet to gather information and shop for tractors and replacement parts. If dealers lack a strong online presence, prospective customers could easily buy from a competitor instead. This makes it more important than ever for dealers’ websites to have the online optimization necessary to get found online while also displaying all the product information customers look for.”

Fully optimized for search engines and mobile browsing, ARI’s Dealer Websites offer industry-specific features, including enriched OEM and aftermarket brochures and parts catalogs for the industry’s leading manufacturers, a merchandise manager that allows dealers to display their inventory, service scheduling tools, eCommerce functionality and more.

Dealers interested in learning more about ARI can visit [arinet.com/outdoorpower/](https://arinet.com/outdoorpower/) or call 877.805.0803.

**About ARI**
ARI Network Services, Inc. offers an award-winning suite of SaaS, software tools, and marketing services to help dealers, equipment manufacturers and distributors in selected vertical markets Sell More Stuff!™ online and in-store. Our innovative products are powered by a proprietary data repository of enriched original equipment and aftermarket electronic content spanning more than 17 million active part and accessory SKUs and 750,000 equipment models. Business is complicated, but we believe our customers’ technology tools don’t have to be. We remove the complexity of selling and servicing new and used vehicle inventory, parts, garments and accessories (PG&A) for customers in the automotive tire and wheel aftermarket, powersports, outdoor power equipment, marine, home medical equipment, recreational vehicles and appliance industries. More than 23,500 equipment dealers, 195 distributors and 3,360 brands worldwide leverage our web and eCatalog platforms to Sell More Stuff!™ For more information on ARI, visit [arinet.com](http://arinet.com/).

**About KIOTI Tractor**
Headquartered in Wendell, N.C., KIOTI Tractor is a market-driven company that has been supplying tractor models in the 22-110 horsepower range to the U.S. and Canadian markets for more than 30 years. Building on the company’s core product line and history of innovation, KIOTI has recently expanded its offerings by introducing new models to the CK10SE Series, the introduction of its K9 UTV Series and expanding its implement and attachment offering to its dealer and customer network across North America. For more information on KIOTI or KIOTI products please visit your authorized KIOTI Tractor dealer, call 877-GO-KIOTI, visit www.KIOTI.com or follow KIOTI on facebook.com/kiotitractor.

**Additional Information**

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* Read more about ARI: [arinet.com/about-us](http://investor.arinet.com/about-us)

**Images for media use only**

[ARI Logo Hi Res](http://arinet.com/wp-content/uploads/2014/01/ARI_Green_HIRes.jpg)| [ARI Logo Low Res](http://arinet.com/wp-content/uploads/2014/01/ARI_Green_LoRes.jpg)

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