**FOR IMMEDIATE RELEASE**

**LS 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 LS Tractor has selected ARI as its preferred provider of co-op eligible dealer websites for its network of North American dealers. LS Tractor USA, is a subsidiary of LS Mtron, a company that specializes in the manufacturing and distribution of high quality sub-compact, compact and utility tractors and attachments.

Qualified dealers can utilize co-op funds towards an ARI Dealer Website. LS Tractor dealers should reference the LS Tractor co-op guidelines for eligibility and reimbursement details.

“We wanted to help provide our dealers with a website platform that would engage with online shoppers and, at the same time, provide consistent branding and messaging across our entire dealer network,” said Mike Blount, CEO of LS Tractor USA. “We’re committed to helping our dealers grow their business, and we’re confident that having a robust online presence will help them do that.”

ARI Dealer Websites make it easy for online shoppers to explore the entire LS Tractor product offering with access to brochure content on LS Tractor’s entire whole goods product catalog.

“We’re excited that LS Tractor has chosen ARI as its preferred provider of co-op eligible dealer websites,” said Paul Berkholtz, ARI’s Director of Business Development – Outdoor Power. “Since more and more prospective customers are using the internet to research equipment online before they buy in-store, it’s more important than ever for dealers to have an all-around, solid online presence. Dealers need to make it fast and easy for website visitors to find their website and the information they need so they can make that buying decision from you instead of a competitor.”

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 LS Tractor**

LS Tractor USA, and its tractor manufacturing parent LS Mtron, are member companies of the LS Group, among the largest corporations in South Korea with annual sales of $1 billion.

**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 (P&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/).

**Additional Information**

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* LinkedIn: [www.linkedin.com](http://www.linkedin.com/company/ari_2?trk=company_logo)
* Read more about ARI: [arinet.com/about-us](http://investor.arinet.com/about-us)

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[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)  
  
**For media inquiries, contact:**

Chris Damico, ARI Marketing Manager, [chris.damico@arinet.com](mailto:chris.damico@arinet.com)