

LeadVenture named Exclusive Preferred Website Provider for UBCO

UBCO tags LeadVenture to provide Dealers with Award-Winning Websites and Digital Marketing Services



Wilsonville, OR – LeadVenture is now the preferred provider of websites to the UBCO dealer network. As part of the agreement, LeadVenture will provide its suite of industry-leading online products and solutions. Through LeadVenture’s ARI Network Services and Dealer Spike brands, UBCO’s nationwide network will have the advantages of responsive websites with lead-generation tools and highly effective digital media marketing. Digital Marketing tools include SEO, SEM, Marketing Automation and Targeted Advertising such as Geofencing, Retargeting, and Social Media Marketing.

Born in New Zealand, UBCO was founded on the idea of a rugged all-wheel-drive utility vehicle and has since evolved into a digitally connected EV platform. A leader in electric adventure motorcycle’s, UBCO’s focus is to increase access to everyday

adventure. Leveraging the benefits of modern electric drive and battery technology UBCO powers your purpose while standing up for a responsible EV future. With this partnership, LeadVenture provides UBCO dealers with online platforms and digital tools to reach a broader audience – feeding hungry adventurers in the growing communities of clean transportation and electric vehicles.

“UBCO is thrilled to announce its official partnership with LeadVenture, aimed at enhancing the representation of our products on our dealer network’s websites and other platforms,” says Josh Harper, Director of Channel Marketing at UBCO. “Our goal is to enable more people to experience the thrill of riding on 2-wheels, and UBCO’s electric AWD bikes are the perfect product for that. LeadVenture is playing a pivotal role in amplifying our message through the dealership channels.”

LeadVenture will drive the creation of dealer websites, online leads, and in-store dealership sales for UBCO and is excited to collaborate with a company leading the way in electric transportation.

“We’re excited about the partnership with UBCO to provide their dealer network with award-winning digital marketing strategies and solutions,” says Amit Chandarana, LeadVenture Sr. Vice-President and Head of OEM Partnerships. “As they lead the evolution of next-generation electric bike technology, our targeted and tailored commerce solutions will drive UBCO brand awareness and low-funnel lead generation for Dealers.”

LeadVenture provides online platforms as unique as the digitally connected EV platforms of UBCO. Look for rollout in 2023.

About UBCO

UBCO

UBCO is an Electric Adventure Vehicle (EAV) brand, renowned for creating the world's most versatile electric adventure motorbike. Their all-wheel drive 2X2 is designed to perform in any situation—ridden by campers, ranchers, and urban commuters alike. Founded in New Zealand and manufactured in the United States, UBCO is available nationwide, turning the everyday into an electric adventure.

Find out more at ubco.com

About LeadVenture



LeadVenture is the market-leading SaaS provider of digital dealer solutions across 10 industry verticals, including powersports, marine, recreational vehicle, pre-owned auto, agriculture and more. Serving more than 50,000 dealer rooftops worldwide, we provide dealers with dealer management systems, digital retailing, digital marketing, e-catalog solutions, online storefronts, and numerous layered apps such as inventory management, lead management, email marketing, e-commerce and many more.

To learn more about LeadVenture, visit www.leadventure.com

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