

DX1 Announces Partnership with Motorcycle Industry Council's BankCard Program

Norfolk – June 23, 2016 - DX1, provider of the only complete dealership management platform in the powersports industry, has announced its strategic partnership with the Motorcycle Industry Council's (MIC) BankCard Program. DX1 and the MIC will work hand in hand to increase engagement and involvement within the powersports industry.

With the addition of dealer memberships in March 2015, the MIC has expanded its reach to encourage dealerships across the nation to make a positive impact in their local communities.

"With everything we do at DX1, our goal is to advance our industry and create a better environment for dealers to achieve success. We appreciate everything the MIC offers our industry, and we know this partnership can bring great value to our dealers," said Jeff Littlejohn, president of DX1. "Not only does the MIC give dealers access to vital data and insights to help them grow their businesses, it has created strategic partnerships with select vendors to offer dealers premium products at a great value."

Dealers utilizing the MIC BankCard Program and DX1's complete dealership management platform will benefit from lower costs per transaction and more efficient processing. Dealers will also receive free membership in the MIC. Membership benefits include invitations to the annual Motorcycle Caucus Fly-In on Capitol Hill to meet with senators and congressmen about federal and state issues related to the powersports industry, and access to over 50 exclusive statistical retail sales reports, consumer data and industry data reports. Dealers also gain access to and representation for ongoing local and federal legislative initiatives that affect the powersports industry, as well as the full suite of benefits from the MIC Dealer Advisory Council.

The seamless integration between the DX1 platform and MIC BankCard Program facilitates secure transactions and efficient collection of data. Transactions are processed quickly and all data is automatically recorded in DX1. As a complete dealership management platform, DX1 recognizes the importance of having a reliable, secure technology solution that creates efficiencies within each dealership. As it becomes increasingly important for dealers to secure their transactions and data, DX1 is confident that the MIC BankCard Program will provide a solid counterpart to its dealership management platform.

"DX1 will be one of the first software companies in the U.S. to bring a total EMV chip card compliant credit card processing integration to market," says Matt Tanzy, president and managing director of MIC BankCard, "and they have chosen the MIC BankCard Program to develop and showcase this new state-of-the-art payment technology. We are extremely excited about this new partnership and the technology DX1 brings to dealers. This credit card integration will be Verifone's very first EMV hardware/software platform customized for a specific industry."

Dealers who want more details on DX1's complete dealership management platform and the MIC BankCard Program can call 800-700-4391 or visit dx1app.com.

About DX1

DX1 is the only complete dealership management platform for the powersports industry. DX1 gives dealers access to everything they need to manage and market their dealerships, including a DMS, lead manager, website and online marketing tools. Dealers save time and eliminate frustration with the efficiency of one login, one dashboard and a single database where customer and inventory data is stored. For more information, visit DX1app.com. DX1 is a division of Dominion Enterprises, a leading marketing and software company that provides a comprehensive suite of technology-based marketing solutions and more than 45 market-leading websites, including CycleTrader.com and powersportsnetwork.com.

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