



For more information on Shopatron contact a Shopatron Consultant at:  
consulting@shopatron.com or 866-625-5050

## Suzuki to Sell PG&A Online Via Shopatron

Publish date: Oct 21, 2008

Suzuki plans to start selling PG&A over its Web site at the beginning of next year, says Gary Sherfey, manager of the company's Powersports Accessories Group. All sales will go through franchised Suzuki dealers.

Here's how it will work: Consumers will shop at [www.suzuki.com](http://www.suzuki.com), but at checkout their orders will be redirected to [www.shopatron.com](http://www.shopatron.com), the Web site of Shopatron Inc., a company that specializes in allowing manufacturers to sell online without cutting out their retailers. Once redirected, customers can inquire whether there's a nearby Suzuki dealer offering in-store pickup. If not, the order will go to the closest dealer signed up with Shopatron to offer shipping. Customers can also just choose to have items shipped to begin with.

Dealer margins for in-store pickups will be the same as if customers just walked in and bought, Sherfey says. When there are shipping costs, they are applied to the order and charged to the customer. Shopatron then reimburses the dealer for the amount of the order. Any authorized Suzuki dealer can contact Shopatron to sign up as a product source. He or she can choose to offer in-store pickup, shipping or both.

Other powersports-related manufacturers that use the Shopatron service include AGV Helmets, Braking USA, Motion Pro, PIAA, Smith Optic and Spy Optic. Suzuki is the first OEM to sign up with the company.

"Shopatron has a proven reputation in e-commerce, and having received positive feedback from several of its existing customers, we anticipate great results," Sherfey says.

**<http://www.dealernews.com/dealernews/Breaking+News/Suzuki-to-Sell-PG&A-Online-Via-Shopatron/ArticleStandard/Article/detail/560314?contextCategoryId=2704>**