

Dealer Spike Partners with LiuGong as the Exclusive Preferred Vendor for Website & Digital Marketing Services

Dealer Spike will design and develop LiuGong corporate websites and a LiuGong Zone program.



Wilsonville, OR, (August 16, 2021) – LiuGong is bringing a stronger and more efficient online presence to its brand and dealership network through partnership with Dealer Spike. Dealers in the heavy machinery industry can receive industry-leading digital solutions to increase their sales leads.

As the exclusive preferred website and digital marketing provider, Dealer Spike will build US, Canada and Mexico corporate websites for LiuGong. Additionally, Dealer Spike and LiuGong are launching a LiuGong Zone program, which strengthens the manufacturer-dealer relationship and gives

dealers better access to corporate resources. LiuGong's corporate dealer locator will drive shoppers to the LiuGong Zone on a dealer's website, which features the latest brand requirements, showrooms and promotions. Finally, dealers who enroll in a Dealer Spike website can qualify for waived setup fees through the partnership.

"We look forward to working with Dealer Spike to provide the heavy machinery industry with greater support and solutions created by dedicated specialists," says Chris Saucedo, VP of Sales & Marketing at LiuGong. "We've built our brand on the promise of reliability – delivering the level of quality and integrity that our dealers and their customers expect. Partnering with Dealer Spike furthers our promise, as they have demonstrated again and again that they are a solid asset to the heavy machinery industry."

Dealer Spike will equip participating LiuGong dealers with premium websites, which are guaranteed to increase online leads by 30% through lead-driving tools such as built-in SEO, mobile-optimized design and lead forms, transparent website analytics and more. Dealers can also elect to receive additional digital solutions like ADA website compliance services, live chat and text, inventory management, e-commerce solutions and a 360-degree walkaround application.



“We give a major ‘thank you’ to LiuGong for including Dealer Spike in their dealer growth endeavor,” says David Mitchell, Vice President of OEM Sales at Dealer Spike. “The LiuGong Zone program is a great way to ensure dealers are receiving the support and resources they need to meet their sales goals, and that’s only the beginning of what dealers can achieve through this program. We look forward to a strong partnership with LiuGong.”

About Dealer Spike



Dealer Spike is focused on driving online leads and in-store sales for dealerships in eight industries. The company provides powerful and distinctive web solutions and tools to thousands of dealers worldwide. Dealer Spike’s expertise comes from real-world dealership experience and a passion for listening and responding to dealers’ needs.

About LiuGong



LiuGong started in 1958 and brought the first modernized wheel loader to China in 1966. After 6 decades, LiuGong has expanded to 19 different product lines and networks to more than 300 dealers in over 100 countries.

The company has operated in the harshest environments, from the Sahara to the Antarctic, building 20 different manufacturing facilities and employing more than 1,000 dedicated professionals. LiuGong’s world-class manufacturing capabilities produce intuitive and ergonomic machines that meet the needs and wants of their customers.

