

Dealer Spike launches Price Box to put one all-in price on every unit, at no added cost.

Price Box itemizes freight, setup, and fees beneath a single price on dealer websites as all-in pricing spreads from auto to the recreational and equipment markets.

Lake Oswego, OR – October 26, 2026 — Dealer Spike today launched Price Box, a website feature that shows shoppers one all-in price on every unit, with freight, setup and fees itemized underneath. Price Box is available now and included with Dealer Spike websites at no added cost.

All-in pricing is already moving through vehicle retail. In March, the Federal Trade Commission sent warning letters to 97 auto dealership groups, saying advertised prices must reflect the total price consumers will pay. Dealers in powersports, marine, trailer, agriculture, heavy truck, heavy equipment and outdoor power equipment are watching the same change reach their markets.

For many of those dealers, the obstacle is practical. OEM MSRPs typically leave out freight and setup, so dealers reconcile fees unit by unit. According to [The State of the Dealer: 2026](#), 54.06% of dealer web traffic happens outside business hours, so shoppers often see that price without anyone there to explain it. Top-turning dealers show pricing on 83.30% of their units, suggesting that showing the price drives faster sales.

PRICE BOX

ALL-IN ADVERTISED PRICE

\$8,022.00

\$9.00 off | Based on MSRP (\$7,349.00)

FEE BREAKDOWN

MSRP	\$7,349.00
Dealer discount	-\$9.00
Destination charge	\$395.00
Preparation / setup	\$189.00
Dealer administrative fee	\$98.00
All-in price	\$8,022.00

The price is the price. Shoppers want to see it, and dealers want to show it. Dealers didn't create the gap between MSRP and what a buyer pays, but they're the ones explaining it. Price Box does that math on the website, based on how each store already prices, at no added cost. Our dealers asked for this, and they helped build it.

NASI JAZAYERI CEO, Dealer Spike

Price Box gives each dealer one configurable way to show the full number. Shoppers see a prominent all-in price on listing and detail pages, with base price, freight, setup, documentation fees, and dealer discounts itemized beneath it. Dealers control their fees, labels, and display. Price Box works with any DMS, mapping fees from native fields, such as those in Lightspeed DMS, or from custom fields a dealer has set up. Dealers without a DMS can set store-level defaults or enter fees per unit.

Dealers ran Price Box on live websites ahead of launch, and their feedback shaped the version available today. Dealer Spike will keep adding to it with dealer input.

When dealers show the whole price, customers get a cleaner, more honest buying experience, and they don't feel blindsided when they walk in the door. Dealers stop defending a broken pricing structure and get back to selling. Tools like Price Box make it easier to show the full price on the website, where shoppers start. Trust goes up, and the conflict goes down.

MARK SHEFFIELD

Dealer Spike Advisor, Woods Cycle Country

Key capabilities of Price Box

- ➔ A prominent all-in price on vehicle listing and detail pages, with an itemized breakdown of fees and discounts
- ➔ Fee categories, labels, and display that can be set by store or by unit
- ➔ Works with any DMS, mapping fees from native or custom fields, plus a no-DMS option using store defaults or per-unit entry
- ➔ Optional MSRP or dealer retail reference pricing with savings display
- ➔ On/off control with a live preview before changes go public
- ➔ Included with Dealer Spike websites at no additional cost

Price Box is designed to support pricing transparency and OEM advertising requirements. Dealers remain responsible for their own compliance decisions.

Learn more about Price Box

ABOUT DEALER SPIKE

For nearly 20 years, Dealer Spike has been the trusted digital partner built specifically for dealerships. We serve 6,800+ dealers across powersports, marine, trailer, agriculture, heavy truck, heavy equipment, and outdoor power equipment, and partner with over 200 OEMs to deliver solutions tailored to the unique demands of each vertical and each dealer we work with.

In a market that rewards reliability over noise, we give dealers the digital foundation, marketing reach, and data clarity to compete with confidence and grow predictably. From websites and inventory management to AI-driven digital marketing, we make selling inventory easier and faster, and ensure no opportunity goes to waste. We believe every dealer deserves solutions built around their business, and we have spent nearly two decades doing exactly that.

From first click to customer for life, Dealer Spike is built to help you sell more, faster.