



BIT Dealership Software Sales and Marketing Manager Robert Coffey told us the company has just released a complete DMS system targeted

to the powersports industry and it is a compliment to the marine-based DMS they've offered since 1985. "This product is designed to increase profitability, management control and efficiencies across every department and for every employee. All departments are completely integrated," explained Coffey. The system is modular in design, so dealers can purchase only the pieces they need, he said. He informed stores, "As with any business asset there is a real cost involved; however, this is one of the few assets that will pay for itself over and over again throughout the life of the dealership." The company has started to offer a finance program that allows dealers to gain the benefits of a complete DMS while only making small monthly payments with the option to "opt-out" at any time if not satisfied, Coffey explained, adding, "We have also built tools into the system to help dealers increase revenue and decrease costs throughout each department to become more profitable and capitalize more thoroughly on every deal and invoice that flows through their business."