

Ready2Ride - First Powersports App Ever Nominated for Prestigious Appy Award

Ready2Ride recognized by the producers of the prestigious Appy Awards to be the very first ever nomination in the powersports industry.



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/EINPresswire.com/ -- Ready2Ride has been recognized by MediaPost Communications, producers of the prestigious Appy Awards which honor extraordinary apps on all platforms, as the very first ever nomination in the powersports industry.

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Ready2Ride is a comprehensive app enabling the dealer to stay in touch with their powersports customer via mobile which is their way of life...it's an amazing app and we're very proud of it

Stephan Galfas

Ready2Ride, a truly innovative app that all the powersports industry is talking about, connects motorcycle dealerships with customers, and customers with their dealerships, giving riders a variety tools including bike health alerts, weather information and points of interest wherever they may ride, ride tracking and sharing, community connections and best of all, rewards and promotions offered by their dealerships. Dealerships at the same time, have a control panel and marketing platform allowing them to use web-based SMS text messaging software, maximizing their ROI by complimenting the company's own marketing strategy. A win-win for both powersports enthusiasts and their dealerships.

“Mobile marketing has become increasingly more important to marketing strategies employed throughout the powersports industry in the past decade,” says co-creator and President of 7 Media Group, Ron Cariker, a leader in the mobile marketing industry. “Ready2Ride perfectly illustrates the overwhelming desire to embrace passionate powersports enthusiasts via mobile by dealerships across the US. Ready2Ride is a sexy, comprehensive, multifaceted mobile solution that brings innovative technology to businesses that previously would wave goodbye to their customers and possibly never see them again. Ready2Ride is a comprehensive app enabling the dealer to stay in touch with their powersports customer via mobile which is their way of life. It's great stuff for all parties and we're very proud of it,” said Stephan Galfas, co-creator and President of Activation, “We're thrilled with the nomination. To be recognized by MediaPost Communications and the Appy Awards is a great honor.”

MediaPost Communications is an integrated publishing and conference company providing a wide array of resources to media, marketing and advertising professionals, producing more than 30 conferences each year, and seven annual award shows, including the Appy Awards which honor extraordinary apps on all platforms.

CONTACT:

Stephan Galfas
www.Ready2Ridemobile.com
704.936.9712
info@Ready2RideMobile.com

Stephan Galfas
Activation
email us here
203-984-5858

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