

# OttoMoto® and Ironhorse Funding Expand Financing Access for Motorcycle and Powersports Dealers

*The new integration streamlines lending and empowers dealers with more financing options.*

ATLANTA, GA, UNITED STATES, March 12, 2025 /EINPresswire.com/ -- Dealers in the motorcycle and powersports industry now have expanded access to flexible financing solutions, thanks to a new partnership between OttoMoto, the [leading embedded lending platform](#), and Ironhorse Funding, a



leading provider of motorcycle, powersports, RV and marine financing for consumers and dealers. This integration simplifies the lending process, allowing dealers to seamlessly connect with Ironhorse Funding's financing programs through OttoMoto's secure platform.

By leveraging Ironhorse Funding's industry expertise and OttoMoto's advanced technology, this partnership provides dealers with a broader range of financing options to better serve their customers, reduce friction in the lending process, and increase sales conversion rates. Borrowers, in turn, benefit from a smoother and more efficient financing experience tailored to their unique credit profiles.

"Our integration with Ironhorse Funding marks another step in our mission to deliver comprehensive lending solutions to dealers," said Paul Nicholas, CEO at OttoMoto. "By expanding access to financing, we are equipping dealers with the tools they need to close more deals and provide better customer service."

Ironhorse Funding provides financing solutions designed specifically for the motorcycle, powersports, RV, and marine industries, offering competitive programs that accommodate a wide range of borrower profiles. Through this partnership, dealers gain access to a streamlined loan application process, faster approvals, and increased financing accessibility for their customers.

"We are excited to collaborate with OttoMoto to bring our specialized financing programs to a wider network of dealers," said Jon Krumdick, CEO at Ironhorse Funding. "This integration allows us to enhance the dealer experience by offering more financing solutions tailored to their customer base."

This partnership underscores OttoMoto's commitment to innovation in digital lending and reinforces its position as a trusted partner for dealers seeking seamless and efficient financing solutions.

#### About OttoMoto®

OttoMoto is the leading embedded lending platform transforming the way dealers and lenders collaborate across auto, RV, powersports, marine, and aircraft industries. With over 60 years of combined expertise, OttoMoto delivers secure, efficient, and compliant digital-first solutions designed to streamline the lending process and foster trust among all stakeholders. By de-risking every deal through advanced fraud prevention, real-time asset verification, and compliant workflows, OttoMoto empowers dealers to align seamlessly with lender requirements. The platform's intuitive integration provides dealers with peace of mind to focus on their operations, knowing every transaction is secure and optimized. Borrowers also benefit from a smooth and efficient experience. For more information, visit [www.ottomoto.net](http://www.ottomoto.net).

#### About Ironhorse Funding

Ironhorse Funding is a premier financial services platform with a full suite of services to dealers, distributors, and OEMs in the motorcycle, powersports, RV and marketing markets, as well as direct-to-consumer lending. Ironhorse Funding's vision is to be the leading provider of innovative, full-spectrum finance solutions to enthusiasts and dealers in the outdoor recreation segment. The company works through its expansive dealership network across the United States as well as directly with consumers. For more information, visit [www.ironhorsefunding.com](http://www.ironhorsefunding.com).

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