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Industry Leaders Partner to Bring Boaters Peace-of-Mind

CDK Global Recreation to Provide Industry-leading Dealer Network with Automated Sea Tow Memberships

SOUTHOLD, N.Y. – Industry leaders [CDK Global Recreation](#) and [Sea Tow Services International](#) have announced a partnership that will help deliver peace-of-mind and security to boaters all throughout North America. Beginning today, each of CDK Global Recreation's 3,000-plus dealers will be given the opportunity to provide their customers with Sea Tow's 24/7 on-water assistance programs with the simple click of a button.

Whether it's a one-year membership or the free 95- or 60-day Sea Tow trial memberships that come with buying a new or used boat, respectively, CDK Global Recreation OEM & Gross Manager Justin Imig said the partnership is all about giving both dealers and their customers "the gift of automation."

"For dealers, this new, stream-lined process eliminates extra steps, speeding up the process for customers and making it more likely they take advantage of the great offerings Sea Tow provides to boat buyers," Imig said. "Having Sea Tow involved in the sales process allows dealers to set up their customers for success."

Through the partnership, each of CDK's dealers will be given the option to autopopulate customer data into the customer's choice of one of three forms – a one-year, 60-day or 95-day membership. This helps streamline the entire sales process for everyone involved, Imig said.

"We're all about helping to deliver the gift of automation, for both dealers and their customers," he added. "Having Sea Tow's forms already pre-filled within our E-forms library and available to customers at the click of a button makes it a seamless experience for everyone – a true win-win."

Based in Salt Lake City, Utah, CDK Global Recreation – formerly ADP Lightspeed – is the industry leader in DMS and CRM solutions in the marine and powersports markets with more than 3,000 dealers across the United States, Canada, Mexico, Puerto Rico and the Bahamas. With more than 150 associates supporting training, implementing and developing its systems, CDK Global Recreation has more resources than anyone within the industry.

Sea Tow CEO Joseph Frohnhoefer said it was both companies' strong footprints that made this partnership a no-brainer for everyone involved.

"With our network of over 100 franchises and CDK's 3,000-plus dealers, this is a unique opportunity to provide safety and peace-of-mind to as many boaters as possible,"

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Frohnhofer said. “Our goal is to always be there to help boaters however we can, and this partnership with CDK does exactly that.”

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Beginning today, each of CDK Global Recreation’s 3,000-plus dealers will be able to provide their customers with the peace-of-mind that accompanies Sea Tow memberships – all at the simple click of a button.

About Sea Tow

Founded in 1983, Sea Tow Services International Inc. is the largest on-water assistance fleet for boaters consisting of nearly 100 franchise locations across the United States with additional locations in Europe, the U.S. Virgin Islands and Puerto Rico. Headquartered in Southold, NY., Capt. Joe Frohnhofer established the family-owned company to provide non-emergency assistance to boaters on the water after the U.S Coast Guard stopped servicing non-emergency calls. Known for their “distinctive yellow boats”, Sea Tow’s network of dedicated US Coast Guard licensed captains, crew, and support staff, are standing by 24/7 to serve its members and other boaters in need. Sea Tow also responds to emergency events, natural disasters, environmental response and oil spill cleanup. For more information, please visit seatow.com.

Serving Boaters Since 1983

About CDK Global

With more than \$2 billion in revenues, CDK Global (Nasdaq: CDK) is a leading global provider of integrated information technology and digital marketing solutions to the automotive retail and adjacent industries. Focused on enabling end-to-end automotive commerce, CDK Global provides solutions to dealers in more than 100 countries around the world, serving approximately 30,000 retail locations and most automotive manufacturers. CDK solutions automate and integrate all parts of the dealership and buying process from targeted digital advertising and marketing campaigns to the sale, financing, insuring, parts supply, repair, and maintenance of vehicles. Visit cdkglobal.com.

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