

BikeExchange unveils new website as part of the technology project

BikeExchange Unveils Innovative New Website Following Successful Launch in Germany, Benelux, North America and Australia

[Melbourne, Australia] — [July 31st, 2024] — BikeExchange Australia is excited to announce the launch of its newly redesigned website, following a successful debut in the German and North American markets earlier this year. This comprehensive redesign is set to revolutionise the digital shopping experience for bike consumers and provide bike retailers and brands with advanced tools and features designed to boost sales and expand their reach.

The new BikeExchange consumer site represents the next generation of e-commerce for the bike industry. The updated platform introduces a suite of innovative features aimed at enhancing the online shopping experience and supporting retailers in growing their businesses through increased traffic and higher conversion rates.

“BEX has built the next generation consumer shopfront, designed to enhance the digital shopping experience for the modern bike consumer, connecting them with the widest range of products and brands in the market, while strengthening the local bike store by delivering them customers and sales,” said Ryan McMillian, CEO of BikeExchange.

The revamped BikeExchange website is designed to drive more traffic to retailers' product listings and increase conversions through a significantly improved consumer experience. With AI-powered search functionalities and personalised product recommendations, the site connects consumers to the right products more efficiently. Additionally, the site's optimised performance features, including faster site speeds and better Search Engine Optimization (SEO), will attract more visitors and create opportunities for greater sales. Innovative features like “Reserve-in-Store” and “Book a Test Ride” offer new ways for consumers to engage with retailers, further increasing conversion rates and sales opportunities.