

STAGE 01 OF 3 · FITMENT DATA ENGINE

SPARK

FITMENT DATA ENGINE

Find it.

The shared language powersports has never had. SPARK builds and maintains a machine-readable fitment standard — the same idea as ACES/PIES for four-wheel parts — so your inventory finally speaks the language search engines, AI assistants, and shoppers understand. It's the foundation the rest of the system stands on.

WHAT IT MEANS FOR YOUR DEALERSHIP

- Makes your parts and units findable — by Google, AI search, and customers who don't know your name yet
- Runs underneath tools you already use — no extra work on your end
- Keeps listings accurate as fitment data changes, without manual upkeep
- Built on the same class of standard (ACES/PIES) that already runs the four-wheel aftermarket

HOW IT WORKS

01

Curate

Normalize make, model, year and trim across every OEM and aftermarket part number, prioritizing the current-decade models where data is weakest.

02

Structure

Publish schema markup so search engines can actually read your inventory listings, not just crawl them.

03

Feed AI

Format the data so AI assistants and AI search engines can answer questions about your inventory correctly.

\$8.66B

powersports aftermarket with no shared data standard

ACES/PIES

the standard class already trusted in four-wheel parts

Zero

extra steps required on your end

SPARK is stage one of three. Once your inventory is findable, IGNITION shows you what it's costing you — and FULL THROTTLE sells what's left. Ask us about the full system.