



# CRS

**CONSUMER RESEARCH SOLUTIONS, INC.**



## Who Is Consumer Research Solutions?

- Web-based research tool company that specializes in objective, third-party data collection and powerful Internet software technology for the powersports industry.
- Offering a comprehensive list of specifications and equipment as well as a fully integrated set of customizable consumer and professional research tools.
- Experienced and dedicated data, technology and client/project teams with a combined 25 years of experience in building and delivering effective Web-based database tools.
- Superior client management and support



## How CRS Products Benefit Your Business

- Boost sales by enhancing consumer-facing websites with powerful research and buying products driven by timely, objective powersports data.
- Highlight your brand against the competition.
- Display content in virtually any language to expand market potential.
- Customizable user interface and navigation provide a seamless integration into your website for a consistent user experience.
- Discover what your consumers are looking at with our consumer behavior reporting.
- Offers your sales force a tool to increase product knowledge and identify product advantages, which can build team confidence and improve sales.
- A maintenance-free hosted solution ensures that you receive timely product launches and data updates that let you keep up with the entire powersports lineup



# CRS Data – Over 500 Features & Attributes

CRS collects, analyzes and normalizes over 500 specifications, features and attributes across four product lines ...

- Pricing
- Make, model and trim identifiers
- Standard equipment
- Manufacturer accessories
- Price and build logic
- Warranty and financing data
- Model photos
- Manufacturing branding data

## TECHNICAL SPECIFICATIONS

- Engine data
- Transmission data
- Driveline data
- Exterior dimensions
- Braking data
- Suspension data
- Wheel and tire data

The screenshot shows a web browser window displaying the specifications for a 2004 Polaris Scrambler 500. The page is titled "Consumer Research Solutions - Microsoft Internet Explorer customized for Verizon Online". The browser's address bar shows the URL "http://www.polaris.com". The page content includes a navigation menu with links for "Vehicles", "Shop", and "News & Events". Below the navigation menu, there is a section for "2004 Polaris Scrambler 500" with a photo of the ATV and pricing information. The pricing table shows a Base MSRP of \$5,999, Options Added of \$0, and a Total of \$5,999. The technical specifications are listed in a table format, categorized by Identification, Pricing, Engine, Transmission, Driveline, Brakes, Tires, and Specifications.

2004 Polaris Scrambler 500	
Base MSRP	\$5,999
Options Added	\$0
<b>Total</b>	<b>\$5,999</b>

IDENTIFICATION	
ATV Type	Sport
Minimum Recommended Age	16

PRICING	
MSRP	\$5,999
Warranty (Months)	6

ENGINE	
Engine Type	Single Cylinder
Displacement (cc)	499
Engine Stroke	4-Stroke
Cooling	Liquid
Starter	Electric / Pull

TRANSMISSION	
Transmission Type	Continuously Variable (CVT)
Primary Drive System	Chain

DRIVELINE	
Driveline Type	4X2
Limited Slip Differential	Not Available
Differential Lock	Not Available

BRAKES	
Front Brake Type	Hydraulic Disc
Rear Brake Type	Hydraulic Disc
Engine Braking System	Optional

TIRES	
Front Tires	23 x 7-10
Rear Tires	22 x 11-10

SPECIFICATIONS	
Wheelbase (in / mm)	48 / 1219
Ground Clearance (in / mm)	5.5 / 140
Dry Weight (lbs / kg)	571 / 259.5

## CRS Online Research and Buying Applications

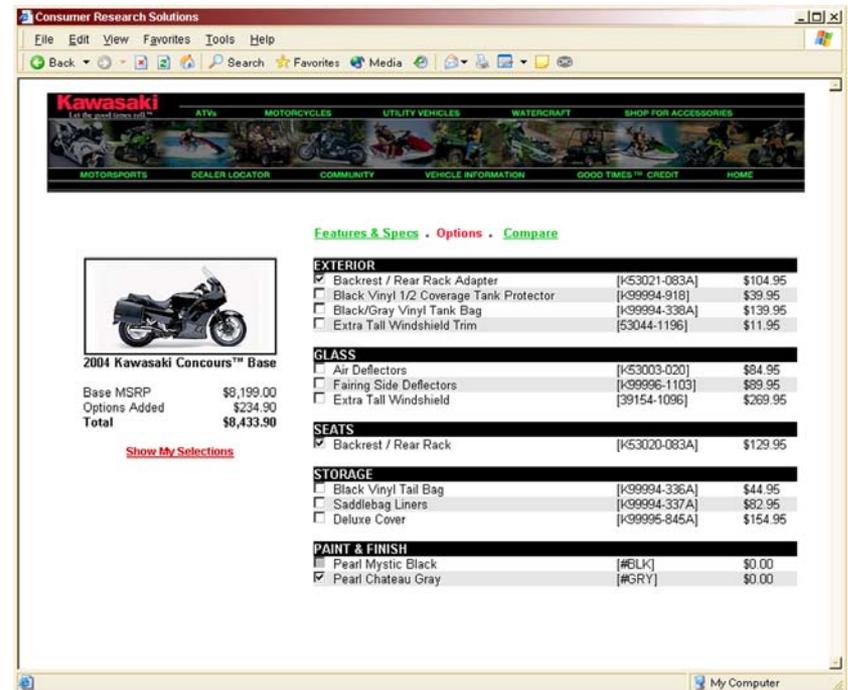
- Model Configuration
- Competitive Comparisons
- Advantages List and Summary
- Multilingual Solutions
- Brand Highlighting
- Search-By-Feature



# Model Configuration

Allows the consumer to view all of the optional equipment that is available on the motorcycle, scooter, ATV, personal watercraft or snowmobile they are researching. The user can choose any of the listed options, which adds the equipment cost onto the original MSRP for a true look at the user's dream model.

- Uses manufacturers' build rules to create a ready-to-order model that can be passed onto a local dealer to start the buying process.
- Technology prevents users from adding multiple "like features," such as multiple model colors or more than one set of rearview mirrors, to ensure a valid configuration.
- Generates excitement from on-line users by letting them create a model that meets their lifestyle needs and desires.



**Consumer Research Solutions**

File Edit View Favorites Tools Help

Back Search Favorites Media

**Kawasaki** Let us find you what you want

ATV MOTORCYCLES UTILITY VEHICLES WATERCRAFT SHOP FOR ACCESSORIES

MOTORSPORTS DEALER LOCATOR COMMUNITY VEHICLE INFORMATION GOOD TIMES™ CREDIT HOME

**Features & Specs** • **Options** • **Compare**

  
2004 Kawasaki Concours™ Base

Base MSRP \$8,199.00  
Options Added \$234.90  
**Total \$8,433.90**

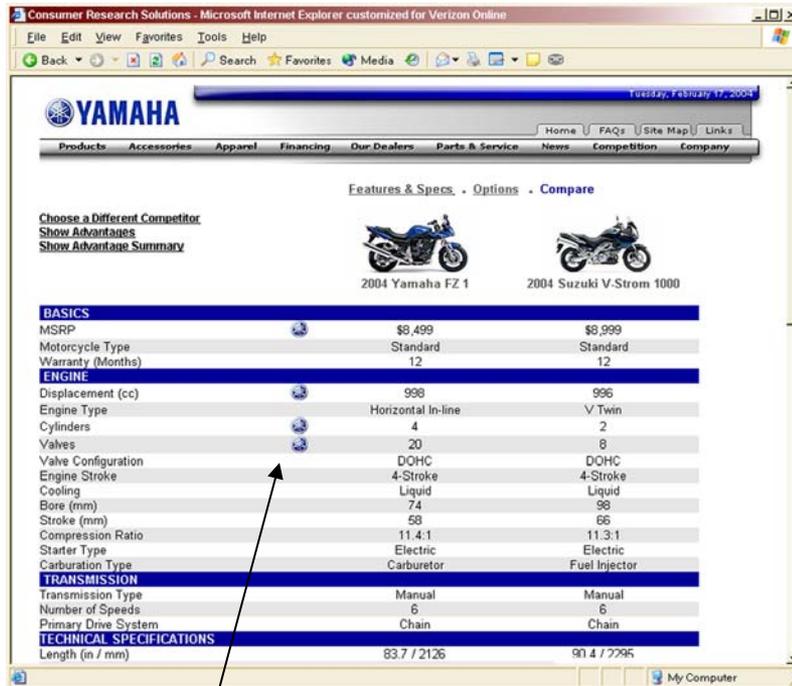
[Show My Selections](#)

<b>EXTERIOR</b>		
<input checked="" type="checkbox"/> Backrest / Rear Rack Adapter	[K53021-083A]	\$104.95
<input type="checkbox"/> Black Vinyl 1/2 Coverage Tank Protector	[K99994-918]	\$39.95
<input type="checkbox"/> Black/Gray Vinyl Tank Bag	[K99994-338A]	\$139.95
<input type="checkbox"/> Extra Tall Windshield Trim	[53044-1196]	\$11.95
<b>GLASS</b>		
<input type="checkbox"/> Air Deflectors	[K53003-020]	\$94.95
<input type="checkbox"/> Fairing Side Deflectors	[K99996-1103]	\$89.95
<input type="checkbox"/> Extra Tall Windshield	[39154-1096]	\$269.95
<b>SEATS</b>		
<input checked="" type="checkbox"/> Backrest / Rear Rack	[K53020-083A]	\$129.95
<b>STORAGE</b>		
<input type="checkbox"/> Black Vinyl Tail Bag	[K99994-336A]	\$44.95
<input type="checkbox"/> Saddlebag Liners	[K99994-337A]	\$82.95
<input type="checkbox"/> Deluxe Cover	[K99995-845A]	\$154.95
<b>PAINT &amp; FINISH</b>		
<input type="checkbox"/> Pearl Mystic Black	[#BLK]	\$0.00
<input checked="" type="checkbox"/> Pearl Chateau Gray	[#GRY]	\$0.00

My Computer

# Competitive Comparisons

This high-performance tool lets users comparison shop by matching your models against the competition on a feature-by-feature, spec-by-spec basis.



Logo signifies client advantage

- Your model advantages are highlighted throughout the comparison process, drawing the users' attention to superior areas of the product.
- CRS will work with you to devise a list of direct competitors for each model along with a list of features and specifications for display.
- CRS can accommodate multiple comparisons.



# Advantage List and Summary

Choose a Different Competitor  
 Show Full Comparison  
 Show Advantage Summary



2004 Kawasaki Z 1000



2004 Suzuki V-Strom 1000

<b>BASICS</b>			
MSRP	←	\$8,499	\$8,999
<b>ENGINE</b>			
Cylinders	←	4	2
Valves	←	16	8
<b>TECHNICAL SPECIFICATIONS</b>			
Dry Weight (lbs / kg)	←	437.0 / 198	456.0 / 207
<b>SEATS</b>			
Detachable Passenger Seat	←	Standard	Not Available
Seat Tail Cover	←	Standard	Not Available
<b>STORAGE</b>			
Underseat Storage	←	Standard	Not Available
Lockable Storage	←	Standard	Optional

- A list and summary provides a showcase of your model's advantages over a chosen competitor.
- A useful and quick reference for the customer to see where your model beats the competition.
- Available for use in dealer training materials, showroom kiosks and print materials for on going product knowledge.

Choose a Different Competitor  
 Show Full Comparison



2004 Kawasaki Z 1000



2004 Suzuki V-Strom 1000

<b>2004 Kawasaki Z 1000 advantages over the 2004 Suzuki V-Strom 1000</b>	
MSRP is \$500 less	
2 more cylinders	
8 more valves	
19.0 lbs / 9 kgs lighter	
Detachable Passenger Seat is Standard versus Not Available	
Seat Tail Cover is Standard versus Not Available	
Underseat Storage is Standard versus Not Available	
Lockable Storage is Standard versus Optional	

# Multilingual Solutions

*“There are 12.5 million Hispanic Internet users in the USA – and that number is growing 15 to 20 percent annually.”*

-- scenarioDNA, Consumer Marketing Think Tank, Summer 2003

- CRS data is available in multiple languages, such as Spanish and French Canadian.
- A multilingual solution can be integrated directly into your multilingual or English only website.
- Clients can target multicultural communities with a fully translated comparison tool.
- Expands manufacturers' market opportunities.
- Invites customers to research models in their native language.

Consumer Research Solutions - Microsoft Internet Explorer customized for Verizon Online

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media

BMW Motorrad USA

Motorcycles machine ride heritage community Xplor BoxerCup gear

Características Y Especificaciones · Opciones · Comparar



2004 BMW R 1200 C Classic

Precio Base	\$14,590
Opciones Agregaron	\$0
<b>Precio Equipado</b>	<b>\$14,590</b>

**IDENTIFICACIÓN**

Tipo De Motocicleta	Crucero
<b>PRECIO</b>	
MSRP	\$14,590
Garantía (Meses)	36
<b>MOTOR</b>	
Tipo de Motor	Boxer
Cilindros	2
Tiempo de Motor	4-Tiempos
Cilindrada (cc)	1170
Configuración de Válvulas	DOHC
<b>TRANSMISIÓN</b>	
Tipo de Transmisión	Manual
Número de Velocidades	6
<b>FRENOS</b>	
Freno Delantero	Doble Disc
Freno Trasera	Disc
<b>NEUMÁTICOS</b>	
Neumáticos Delantero	100/90ZR18
Neumáticos Trasera	170/80ZR15
<b>ESPECIFICACIONES</b>	
Distancia Entre Ejes (in / mm)	65 / 1650
Peso Seco (lbs / kg)	543.0 / 246
Capacidad Del Combustible (gal / L)	4.5 / 17
Altura de Asiento (in / mm)	29.1 / 740
Número de Asientos	2
<b>CARACTERÍSTICAS</b>	
Tacómetro	Estándar
Instrumentación Digital	No Disponible
Parabrisas	Estándar

My Computer

# Brand Highlighting

**SUZUKI**    FEATURES & SPECS    OPTIONS    COMPARE

Choose a Different Competitor  
[Show Advantages](#)  
[Show Advantage Summary](#)

2004 Suzuki V-Strom 650      2004 Buell Blast® Base

Basics		
MSRP	\$6,599	\$4,595
Motorcycle Type	Standard	Standard
Warranty (Months)	12	24
Engine		
Displacement (cc)	645	492
Engine Type	V-Twin	Single Cylinder
Cylinders	2	1
Valves	8	2
Valve Configuration	DOHC	OHV
Engine Stroke	4-Stroke	
Cooling	Liquid	
Bore (mm)	81	
Stroke (mm)	63	
Compression Ratio	11.5:1	
Starter Type	Electric	
Carburetion		
Fuel Injector Brand	<a href="#">Suzuki Dual Throttle Valve (SDTV)</a>	
Fuel Injected	Yes	
Carburetor	No	
Carburetor Size (mm)		
Number of Carburetors		
Transmission		
Transmission Type	Manual	
Number of Speeds	6	
Primary Drive System	Chain	
Technical Specifications		

**Suzuki Dual Throttle Valve (SDTV)**

By having two throttle valves - a primary butterfly valve and a secondary butterfly valve - inside each throttle body, the SDTV system helps the engine achieve linear low- and mid-range throttle response, as well as increased low- and mid-range torque output.

- Enables you to highlight and showcase technologies unique to your product line.
- Allows you to highlight product branding for consumer recognition.
- Arms consumers with factual information to make their buying decisions.

# Search-By-Feature

The screenshot shows a web browser window titled "Consumer Research Solutions - Microsoft Internet Explorer". The browser's address bar is empty, and the menu bar includes "File", "Edit", "View", "Favorites", "Tools", and "Help". The browser's toolbar shows "Back", "Forward", "Home", "Search", and "Favorites" buttons. The main content area displays the Honda logo and navigation tabs for "MOTORCYCLES", "ATVs", "SCOOTERS", and "WATERCRAFT". Below these are sub-tabs for "TOURING / SPORT TOURING", "CRUISER / STANDARD", "SPORT", "MOTOCROSS", and "OFF-ROAD".

The "FIND A HONDA" section contains the following search criteria:

- Product:** Motorcycles (selected), ATVs, Watercraft
- Price:** \$5001 - \$6000 (selected), \$6001 - \$7000, \$7001 - \$8000, \$8001 - \$9000, \$9001 - \$10000
- Type:** Cruiser (selected), Off-Road, Scooter, Standard, Sport
- Displacement:** Low: 550, High: 1100
- Cylinders:** Low: 2, High: 4
- Warranty (Months):** Low: 0, High: 12

A "Search For Your Honda" button is located below the search criteria. The "SEARCH RESULTS" section on the right lists the following models:

- [2004 Honda 599 Base](#)
- [2004 Honda 919 Base](#)
- [2004 Honda Shadow VLX Deluxe](#)
- [2004 Honda Shadow Aero](#)
- [2004 Honda Shadow Spirit](#)
- [2004 Honda Shadow Sabre](#)

The browser's status bar at the bottom shows "Done" and "My Computer".

- A user-friendly research tool to assist the consumer in choosing the right ATV, motorcycle, scooter, snowmobile or personal watercraft for them.
- Consumers can search the entire product line by selecting relevant criteria.
- This tool places users in the ideal position to find models that fit their lifestyle.
- Search-by-feature can be a standalone product or used with other CRS applications.

For more information ...



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