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

Consumer Research Solutions

CRS

How CRS Products Benefit Your Business

Consumer Research Solutions

> 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
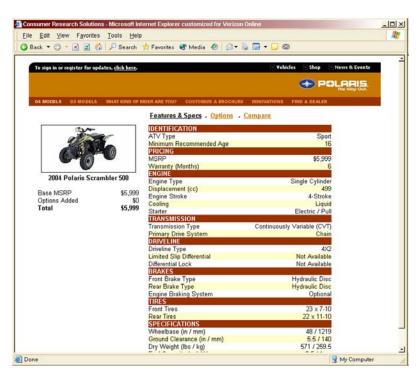
CRS

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

Consumer Research Solutions
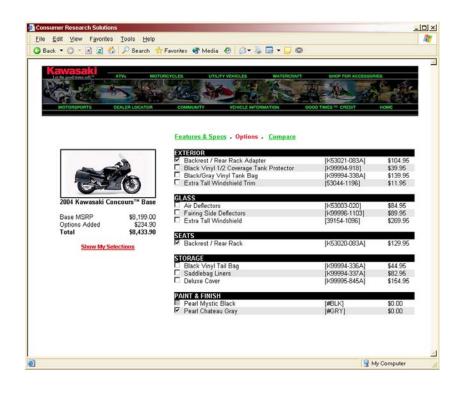

CRS

Consumer Research Solutions

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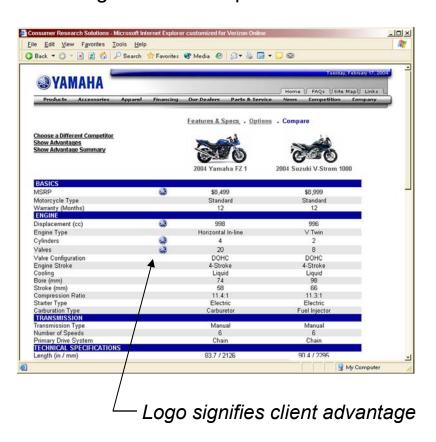- ➢ Search-By-Feature

CRS

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.
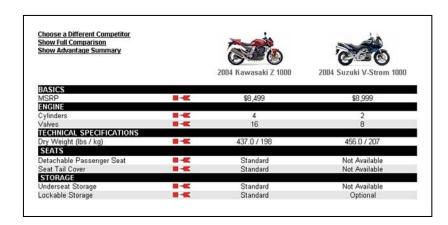
Competitive Comparisons

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

> 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.
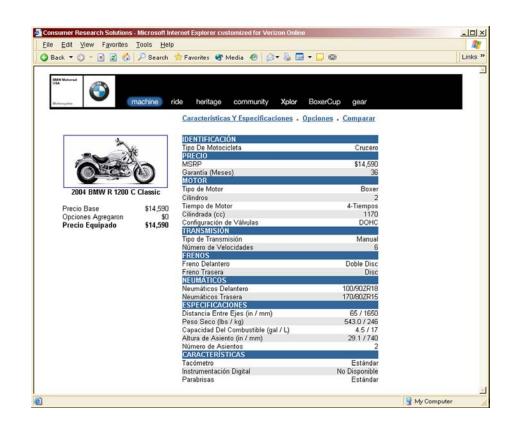
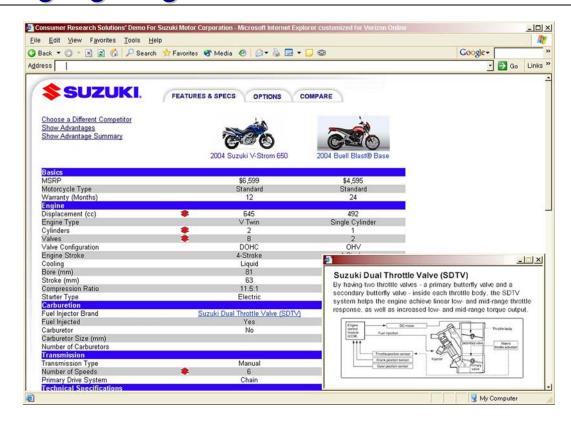Consumer Research Solutions

CRS

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.

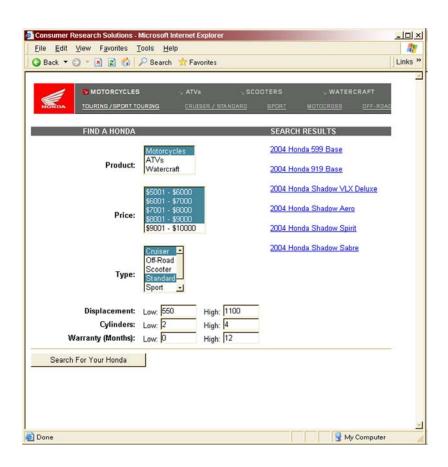➢ Invites customers to research models in their native language.

Brand Highlighting

➢ 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

- ➢ 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 …

Visit us at

www.wantfacts.com

or contact:

Consumer Research Solutions, Inc.

83 Oakmont Avenue

Westminster, MA 01473

(508) 864-6264

info@wantfacts.com