

Competitive Analysis — TOR V2

i The purpose of this research is to analyze patterns on peer websites to identify areas which we may better perform against competitors with new design, content, or features on the TOR V2 site redesign.

Polaris

Criteria	Findings
Highlights/Strengths of this Peer	<ul style="list-style-type: none"> • Great life-style oriented messaging and imagery • On of the few competitors that has a live inventory • Great lifestyle imagery; photos are current and high quality • Clear calls to action: includes an ask on each page • Reaserch Tool based on vehicle usage, find your ride and pricing • Easy to Use; uses consistent layouts and visual cues for functionality across the site
Weaknesses of this Peer	<ul style="list-style-type: none"> • Jumpy and slow loading... • Can come off as a little busy, visually cluttered; lots of overlapping elements
Standout Features	<ul style="list-style-type: none"> • Great lifestyle-oriented messaging and imagery • Help me Choose
Global CTA(s)	Model CTAs: Help me Choose... Global CTA:

Can-Am

Criteria	Findings
Highlights/Strengths of this Peer	<ul style="list-style-type: none"> • A very immersive BYO experience; it has a rotatable 3D model in a photorealistic background. We should also keep on eye on how it updates users on system state has they progress through the BYO process. • Great lifestyle imagery; photos are current and high quality • Readily accessible contact and location
Weaknesses of this Peer	<ul style="list-style-type: none"> • Video header that doesn't play automatically • Has a unique layout that might not be as directional as other peers
Standout Features	A unquie website layout, with the global nav appearing vertically on the side instead of horizontally on the top.
Global CTA(s)	Model CTAs: Customized, Get Loan Offers Global:

Honda

Criteria	Findings
Highlights/Strengths of this Peer	<ul style="list-style-type: none"> • Provides events and demo rides based on activity and vehicle type • Great lifestyle imagery; photos are current and high quality • Well designed and functional: each page is fast and functional • Easy to Use; uses consistent layouts and visual cues for functionality across the site • Clear calls to action; includes an ask on each page • Readily accessible contact and location
Weaknesses of this Peer	<ul style="list-style-type: none"> • Visual hierarchy; most off the CTAs and tags gets the same level of focus and intensity • Not fully optimized for different screen. On larger screens, side margins have different color from page background, this can be a bit distracting
Standout Features	The global nav filtering cabaility; user not money have the ability to selected a model, but can choose to explore or build it from the nav.
Global CTA(s)	Model CTAs: Build, Explore Global: Find A dealer

Yamaha

Criteria	Findings
Highlights/Strengths of this Peer	<ul style="list-style-type: none"> • How they structure their global nav with a tab that filters through the different vehicle categories • Readily accessible contact and location
Weaknesses of this Peer	<ul style="list-style-type: none"> • BYO experience doesn't seem to be priority; it is not readily accessible. • No clear calls to action on home page • Design looks out of date • Some copy might be hard to read due to contrast (menus and PDP white text on blue background)
Standout Features	<ul style="list-style-type: none"> • Video header that plays automatically • 360-degree view of model on product detail page
Global CTA(s)	Model CTAs: Have A Dealer Contact Me, Search Dealer Inventory Global CTA:

Kawasaki

Criteria	Findings
Highlights/Strengths of this Peer	<ul style="list-style-type: none"> • Clear calls to action; includes an ask on each page. • Readily accessible contact and location • Well designed and functional: each page is fast and functional • Easy to Use; uses consistent layouts and visual cues for functionality across the site
Weaknesses of this Peer	Some copy on the site might be hard to read (small copy in footer, global nav contrast)
Standout Features	One of the few amongst the competitors that have a dedicated "Reviews and Award" page.
Global CTA(s)	Model CTAs: Build And Price, Compare, Locate A Dealer Global CTA:

Arctic Cat

Criteria	Findings
Highlights/Strengths of this Peer	<ul style="list-style-type: none"> • Clear calls to action; includes an ask on each page. • Readily accessible contact and location • Well designed and functional: each page is fast and functional • Easy to Use; uses consistent layouts and visual cues for functionality across the site • Photos are current and high quality
Weaknesses of this Peer	Pros/Real People are mentioned, but it's mostly articles and no imagery
Standout Features	<ul style="list-style-type: none"> • Very interactive experience; the hover state animations on cards, animations showing accessories on models, slight movement of imagery when hovered over • The ability to purchase past models • horizontal scroll on global nav
Global CTA(s)	Model CTAs: Watch Video, Find a Dealer, Calculate Payments, Build and Price Global CTA: request a Quote, Find a Dealer

Tracker Offroad

Criteria	Findings
Highlights/Strengths of this Peer	<ul style="list-style-type: none"> • Easy to Use; uses consistent layouts and visual cues for functionality across the site
Weaknesses of this Peer	<ul style="list-style-type: none"> • Not many lifestyle-ish imagery on site; it's the lease market
Standout Features and	<ul style="list-style-type: none"> • The least cluttered amongst peers
Global CTA(s)	Model CTAs: Find A dealer, Ready to Buy Global CTA: Find A Dealer

Areas of Opportunity	<ul style="list-style-type: none"> • *Areas of Opportunity (where peers are also doing poorly): <ul style="list-style-type: none"> • Provide live inventories • Product Reviews & Testimonials • Insurance • Owner forum/Community • Chat • Help Choose Model • Video Headers • Parts Manuals Online • Camping Messaging • **Threats (where peers are doing well): <ul style="list-style-type: none"> • Live accessories, parts • Accessories on PDP (not just link to PDF) • Site Search • BYO • FAQ • Events (recreational & training) • Model Comparison • Nav structure (including imagery)
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**Red = Threats

*Yellow = Areas of Opportunity

Standard Features

Feature	TOR	Competitors	Notes
Accessories		6/6	
/ BYO Accessories		5/6	
Dealer Directory		6/6	
Accessories/Parts Directory		6/6	
Accessories on PDP		6/6	
Purchase On-Site		6/6	Including branded third parties sites
Cart		6/6	
Model Comparison		6/6	
Special Offers/Promos		6/6	
B2C Messaging		6/6	
Owners Manuals Online		6/6	
Recall Notices		6/6	
Learning Library/Articles		6/6	
FAQ		5/6	
Safety		5/6	
Email Signup		6/6	
Use Case Messaging			
Farming/Ag		6/6	
Hunting		6/6	
Utility/Property		6/6	
Nature/Trail Riding		6/6	
Racing		6/6	
Mudding		6/6	

Peer Comparison Matrix

	TOR	Polaris	Can-Am	Honda	Yamaha	Kawasaki	Arctic Cat
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Product Selection

Side by Side							
ATV							
Dirt Bike							
Snowmobile							
Snow Bike							
Youth Models							
Accessories							
Parts							
Gear							

Features

Site Search							
User Accounts							
Build Your Own							
/ 3D BYO							
/ BYO Accessories							
Dealer Directory							
Live Inventory							
Accessories/Parts Directory							
Accessories on PDP							
Purchase On-Site							
Cart							
Help Choose Model							
Model Comparison							
Special Offers/Promos							
Product Reviews							
B2B Messaging							
B2C Messaging							
Become A Dealer							
Owners Manuals Online							
Parts Manuals Online							
Recall Notices							
Learning Library/Articles							
FAQ							
Language Selection							
Global / Countries							
Video Headers							
Financing Online							
Insurance							
Safety							
Email Signup							
Owner Forum/Community							
Testimonials							
Pros/Real People							
Trade-In Estimator							
Chat							
Help Center							

Use Case Messaging

Farming/Ag							
/ Farming/Ag (pg)							
Hunting							

/ Hunting (pg)							
Utility/Property							
/ Utility/Property (pg)							
Nature/Trail Riding							
/Trail Riding (pg)							
Racing							
/ Racing (pg)							
Mudding							
/ Mudding (pg)							
Dune Riding							
/ Dune Riding (pg)							
Camping							
/ Camping (pg)							
Performance							
Scoring from Kayla Doc							
Domain Authority							
Market Share?							