



Consumer Research Solution's FactFinder™ is a web-based research tool developed specifically for powersport industry professionals. FactFinder™ puts comprehensive, up-to-date feature, specification and pricing information at the users fingertips and provides a convenient and reliable source to all the data needed for in-depth reporting and routine fact-finding.

FactFinder™ Advantages

- ❖ Online solution eliminates the installation and updating of software.
- ❖ Continuous updates ensure subscribers have access to real-time data.
- ❖ Coverage of over 300 features for motorcycles, ATVs, snowmobiles and personal watercraft.
- ❖ Motorcycle Industry Council members have the option to include MIC sales figures.

The depth of data analysis increases the effectiveness of OEM sales training, competitive research and marketing programs. FactFinder's™ various reports let sales and product-planning professionals quickly execute competitive analysis. Its ease of use allows marketing specialists to quickly communicate a model's value in advertising material.

FEATURES	BENEFITS
Model Research	Gather model specific standard and optional equipment, detailed specifications, photos and color options for complete model knowledge on any competing model.
Search By Feature	Select criteria to pinpoint models that meet your specific requirements for quick model findings.
Customized Feature Sets	Choose from over 300 features and specifications in the CRS database to create reports that are tailored to your researching needs.
Competitive Comparisons	Select an unlimited number of models for feature-by-feature and spec-by-spec analysis to get an across-the-board look at how competing models stack up against each other.
Reports	Download and save comparison reports, list reports and comprehensive model reports to share with other members of your team and incorporate into additional research maintained within your company.

Free trial subscriptions to FactFinder™ can be arranged by contacting: sales@wantfacts.com

For more information on FactFinder™, please visit www.wantfacts.com