

HEATED GRIP CASE STUDY

REQUESTED

In 2010, a leading powersport manufacturer approached Symtec with a request to produce a simple, heated grip product. The product would be sold as an accessory kit to support one ATV model within their extensive off-road product line. The manufacturer envisioned a high and low option with thumb warmer with a target cost of \$50. The estimated annual usage was projected between 4,500 to 8,000 units.

PROPOSED

After meeting with the manufacturer, Symtec saw an opportunity to evolve the concept. Symtec found that the manufacturer's customer chooses the manufacturer's off-road vehicles because they are industry-leading and distinctive. A simple product would not be sought after or fully enhance the customer's riding experience.

For these reasons, Symtec proposed an electronically controlled, fully integrated heated grip product. This option was estimated to cost around \$100, double the cost of the simple version. The estimated annual usage projection stayed the same as requested.

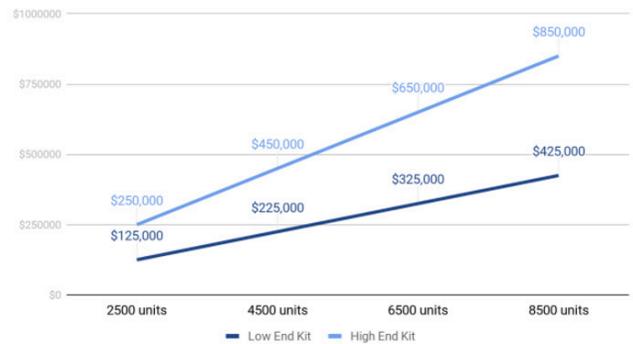
RESULTS

Once the product launched, annual usage began to exceed expectations despite being above target cost. Their customer's response was so positive; they gravitated to this integrated and cutting-edge product. With this one SKU, the manufacturer went from an estimated gross profit of around \$300,000 per year to an actual revenue of nearly \$3 million per year.

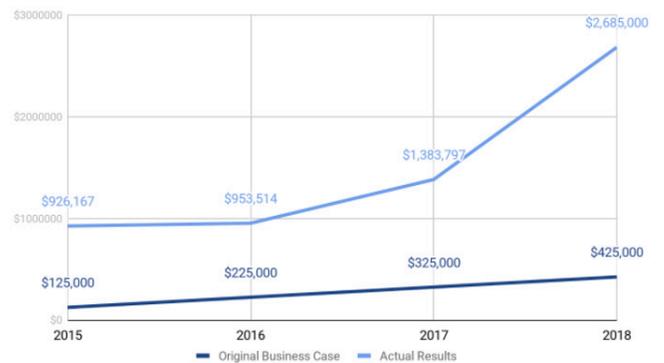
Six years after initial launch, the product evolved due to customer feedback. Installation and durability were improved, drastically reducing warranty claims. The release of this second version created even more opportunities for the manufacturer. They gained a durable product that could be installed directly on vehicles in the assembly line, as well as sold as an accessory. The product was also extended to cover additional ATV models, including those sold only in Europe.

Through an innovative process, Symtec was not only able to increase the manufacturer's profits but also create an accessory that can continually evolve to cover a multitude of

Estimated revenue



Annual revenue



About Symtec

Symtec is the innovation leader in OEM heated accessories, producing heated grips, steering wheels and seats for more than 25 years for the powersports, marine and agriculture industries. Symtec's products are designed and built to withstand the most extreme conditions while offering drivers a more comfortable experience.

Products are designed and assembled in Minneapolis, Minnesota -- the Land of 10,000 Lakes.



Designed and assembled with integrity in the US.

Contact us today for more information on our heated and electrical accessories.

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