



**New CRUZ product website | Launch**

[www.cruz-products.com](http://www.cruz-products.com)

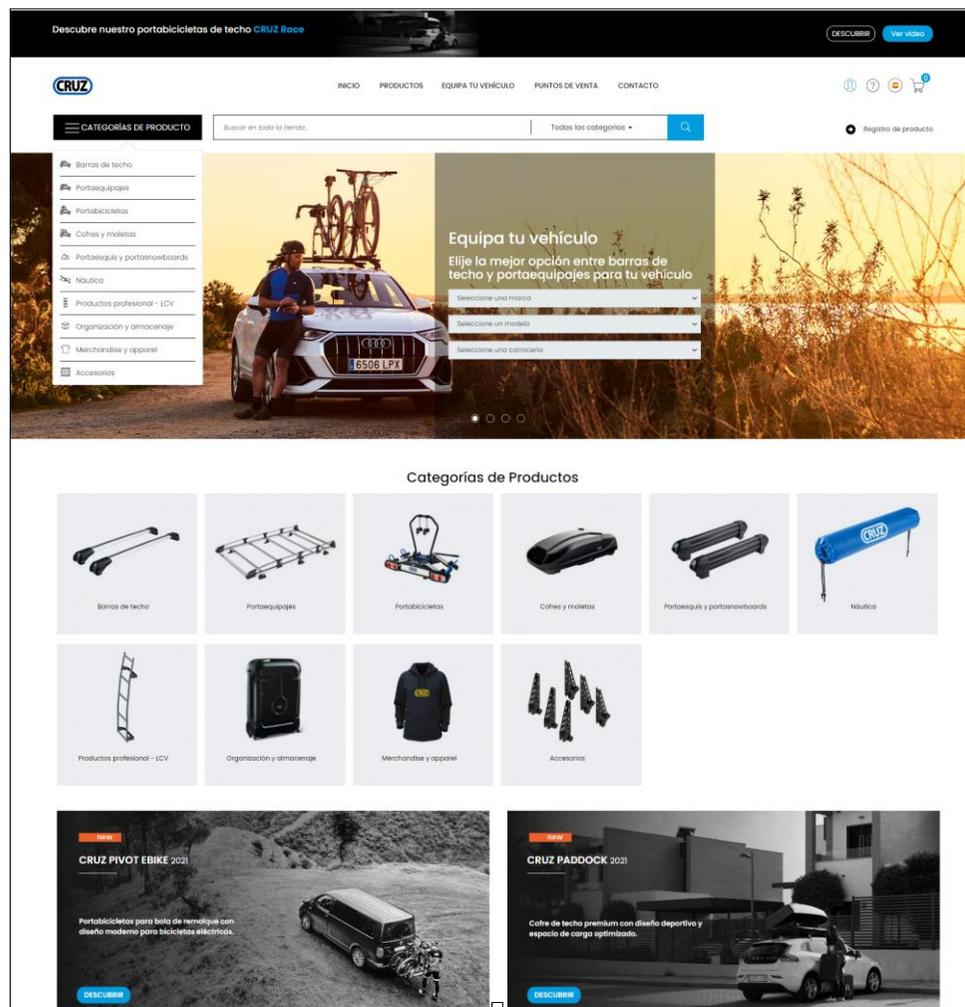
Rute, june 2023

website\_cruz-products.com\_EN  
06/2023

[www.cruz-products.com](http://www.cruz-products.com)

# New CRUZ product website

## INDEX



A BEFORE AND AFTER: THE NEW CRUZ PRODUCT WEBSITE:  
[www.cruz-products.com](http://www.cruz-products.com)

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- DESIGN AND UX EXPERIENCE
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### NEW DEALER AREA

- IMPROVED CONTENT
- BETTER USABILITY
- MORE FEATURES
- FAQs / HELP

# New CRUZ product website

www.cruz-products.com



Descubre nuestro portabicicletas de techo **CRUZ Race** DESCUBRIR Ver video

**CRUZ** INICIO PRODUCTOS EQUIPA TU VEHÍCULO PUNTOS DE VENTA CONTACTO

CATEGORÍAS DE PRODUCTO  Todas las categorías

- Barras de techo
- Portaequipajes
- Portabicicletas
- Cofres y maletas
- Portaesquí y portanowboards
- Náutica
- Productos profesional - LCV
- Organización y almacenaje
- Merchandise y apparel
- Accesorios

**Equipa tu vehículo**  
Elige la mejor opción entre barras de techo y portaequipajes para tu vehículo

Seleccione una marca

Seleccione un modelo

Seleccione una carrocería

**Categorías de Productos**

# New CRUZ product website

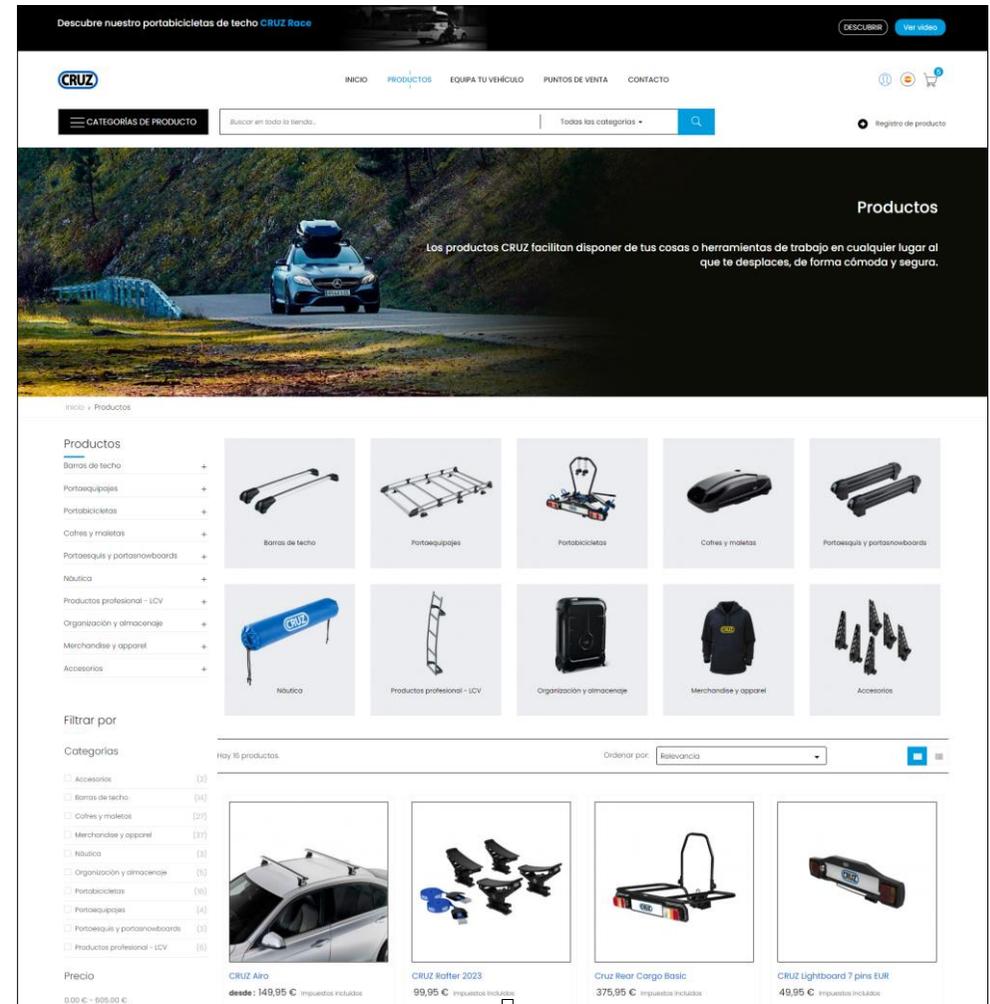
ONE BEFORE AND ONE AFTER



We are facing a milestone within CRUZBER, the creation of a CRUZ product website that has involved immense effort and dedication. The numerous and important improvements that have been implemented have an impact not only on our daily work, but also on the experience of our distributors and users with respect to the CRUZ brand.

All the professionals involved in this project have achieved a website adapted to new trends, more functional, full of content and options that facilitate user navigation, etc.

This new website implies a before and after in the history of CRUZ as a brand.



# New CRUZ product website

NEW DOMAIN

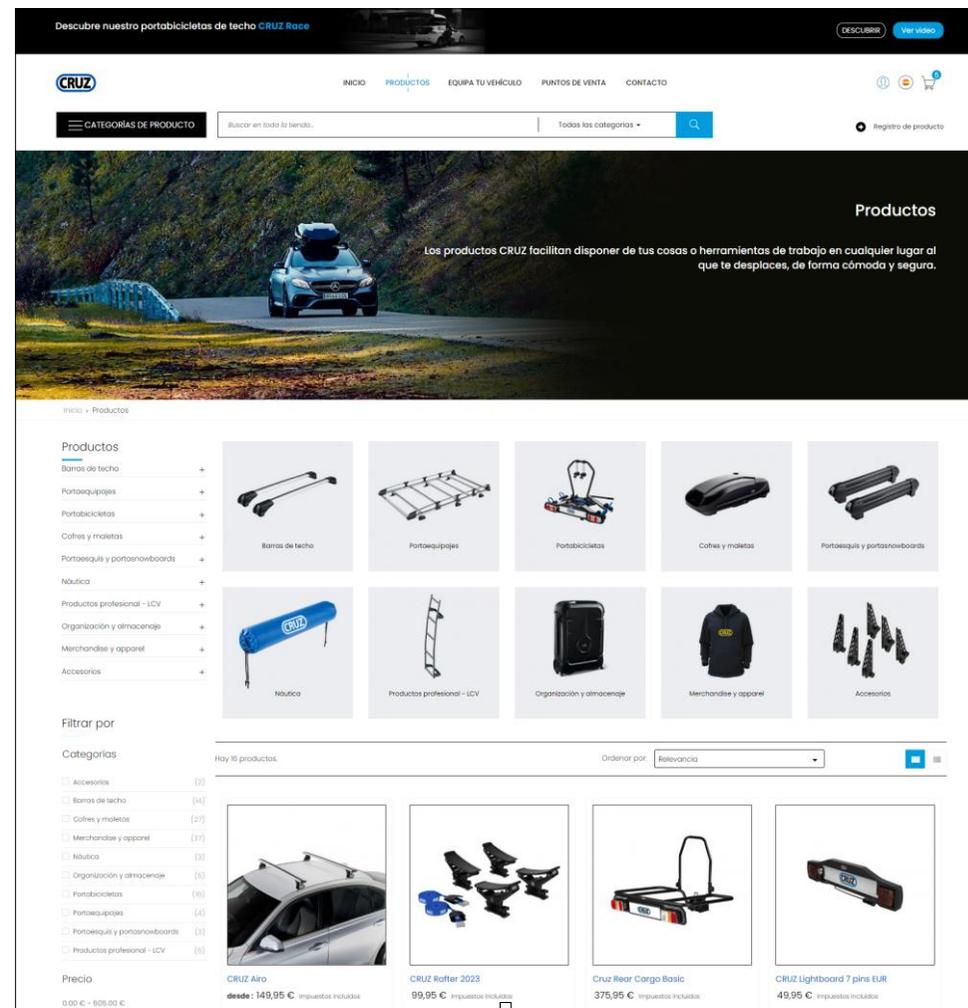


With the creation of [www.cruz-products.com](http://www.cruz-products.com), the corporate website of the organization is separated from the product website.

That is, a new domain has been created for the new product web page:

1. In the first phase of transition towards this new website structure, [www.cruzber.com](http://www.cruzber.com) will redirect to the new website [www.cruz-products.com](http://www.cruz-products.com) during the first 6 months from its launch.
2. In the second phase, after those 6 months, the [www.cruzber.com](http://www.cruzber.com) website will become the CRUZBER corporate website and [www.cruz-products.com](http://www.cruz-products.com) will become the final CRUZ product website.

**LAUNCH: W24/2023**



# New CRUZ product website

## DESIGN AND UX EXPERIENCE



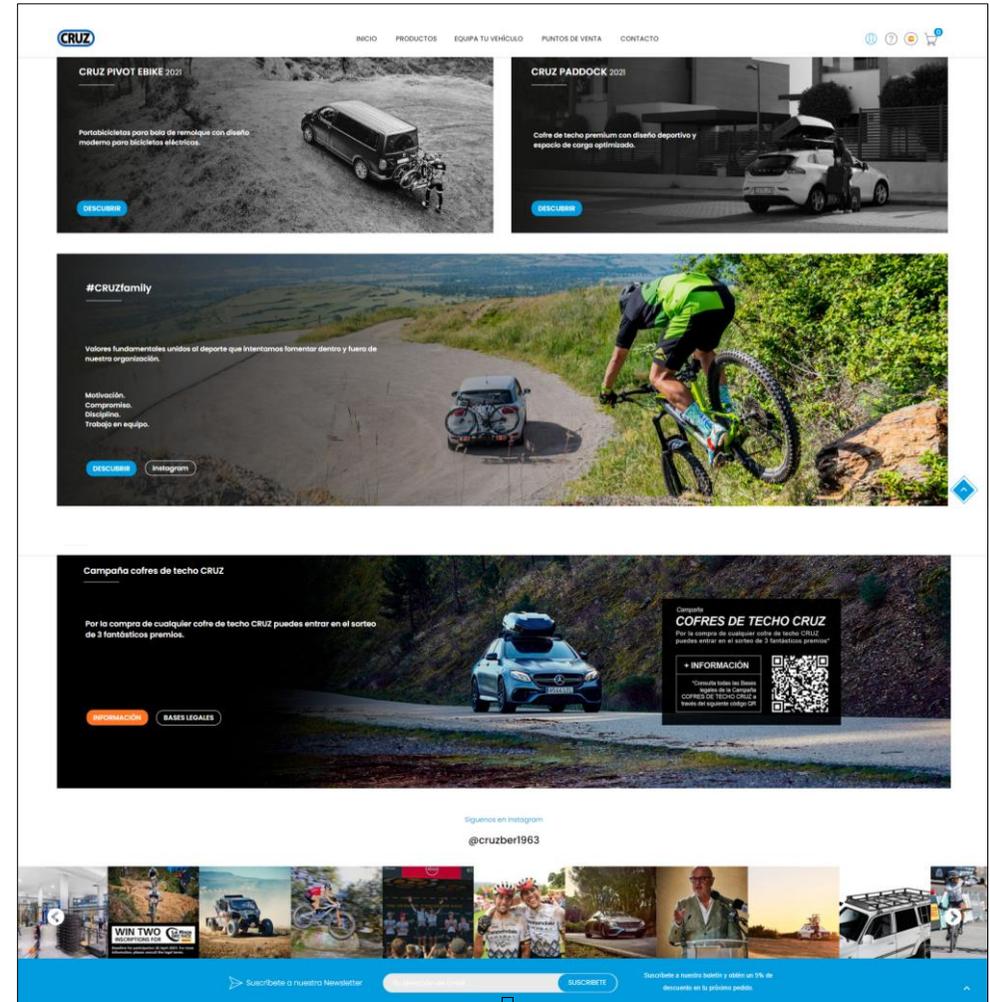
We have taken into account the importance that exists today of implementing visual content to illustrate and expose the CRUZ product to the user.

For this reason, we have focused our efforts on creating a new CRUZ product website that has a renewed aesthetic and adapted to current criteria, full of product photography and video, with a great focus on the mobile version.

It incorporates new full screen images to improve the user experience.

There is also a content presentation that allows you to find the products and solutions in a more intuitive way.

In addition, this new website has a high level of accessibility, making navigation simple, optimal and fast loading.



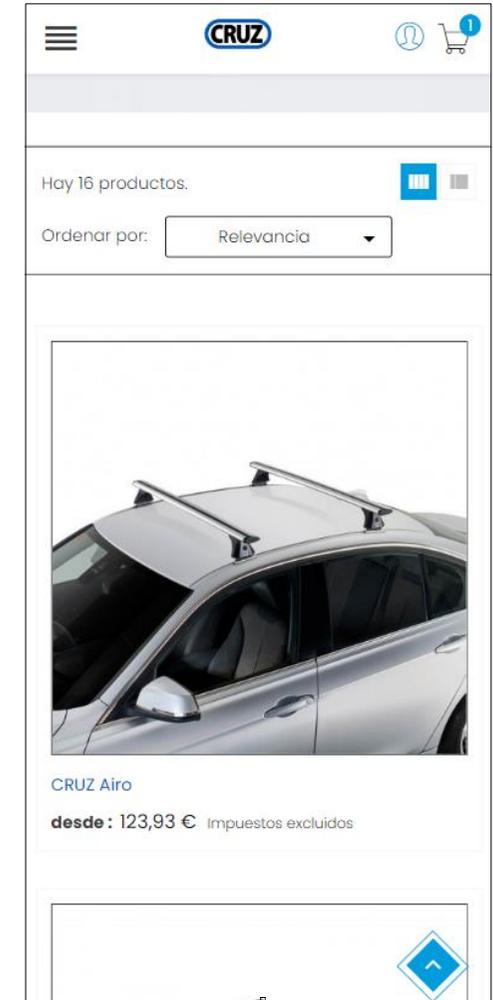
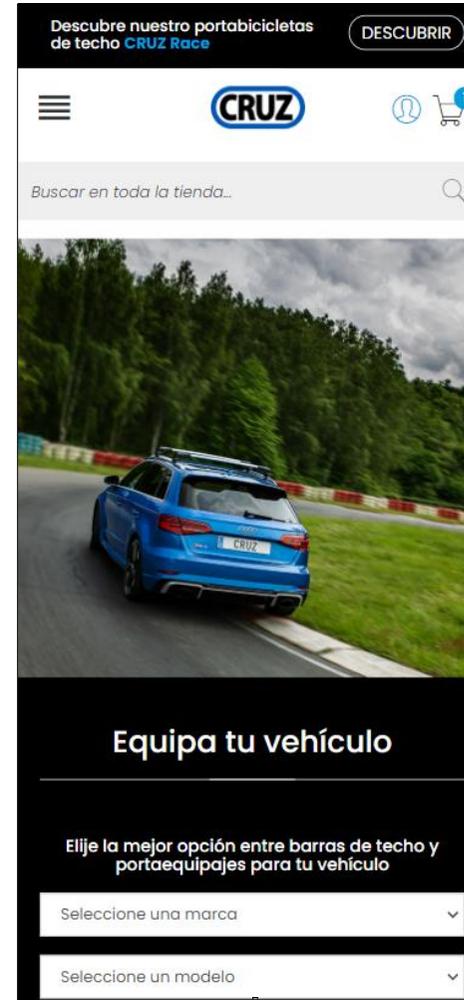
# New CRUZ product website

100% ADAPTED TO DIFFERENT DEVICES



Given that consumer behavior has changed when it comes to browsing and consulting information, giving priority to mobile devices, it has become essential to adapt this new website to the needs and demands of the user, making it 100% responsive.

For this reason, the adaptation of the new web page to any device: computer, mobile, tablet.



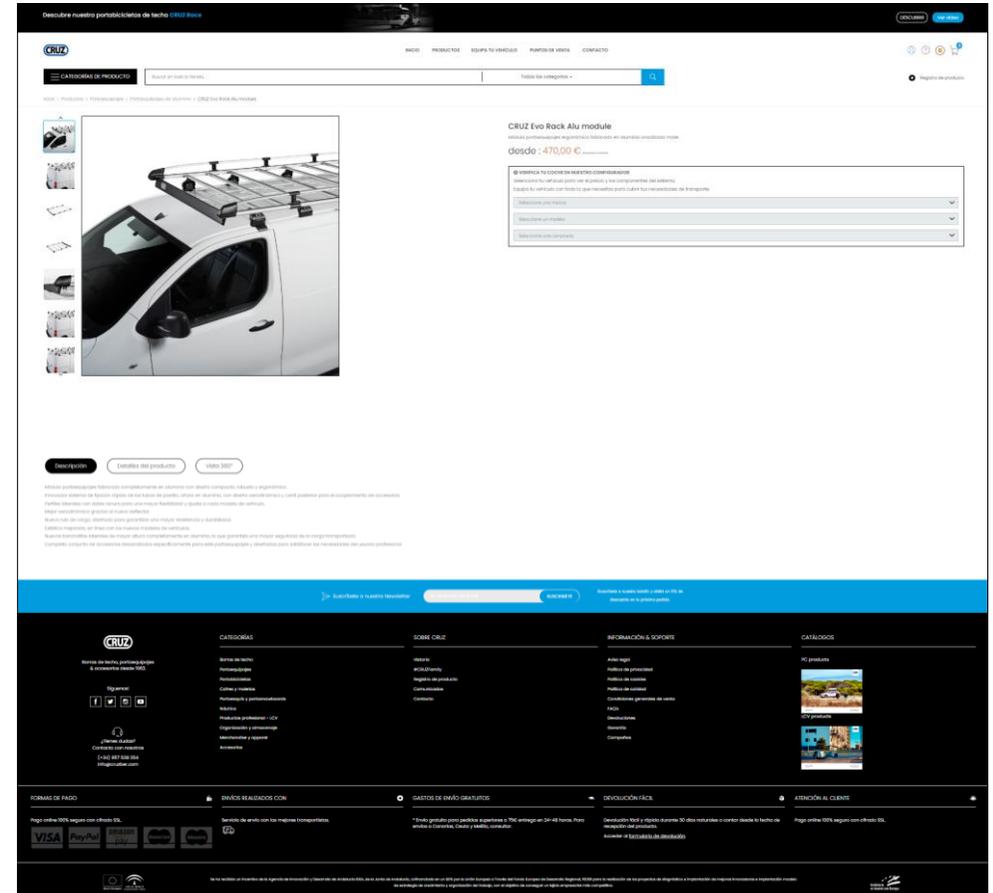
# New CRUZ product website

## LOADING TIME



When searching for a product, the process has been streamlined for the user with the aim of finding the product that suits their needs and those of their vehicle in a matter of seconds.

This is why the new CRUZ product website has significantly improved loading time, highlighting the loading time of FIND YOUR VEHICLE, the product search engine, offering a quality experience and optimized content.

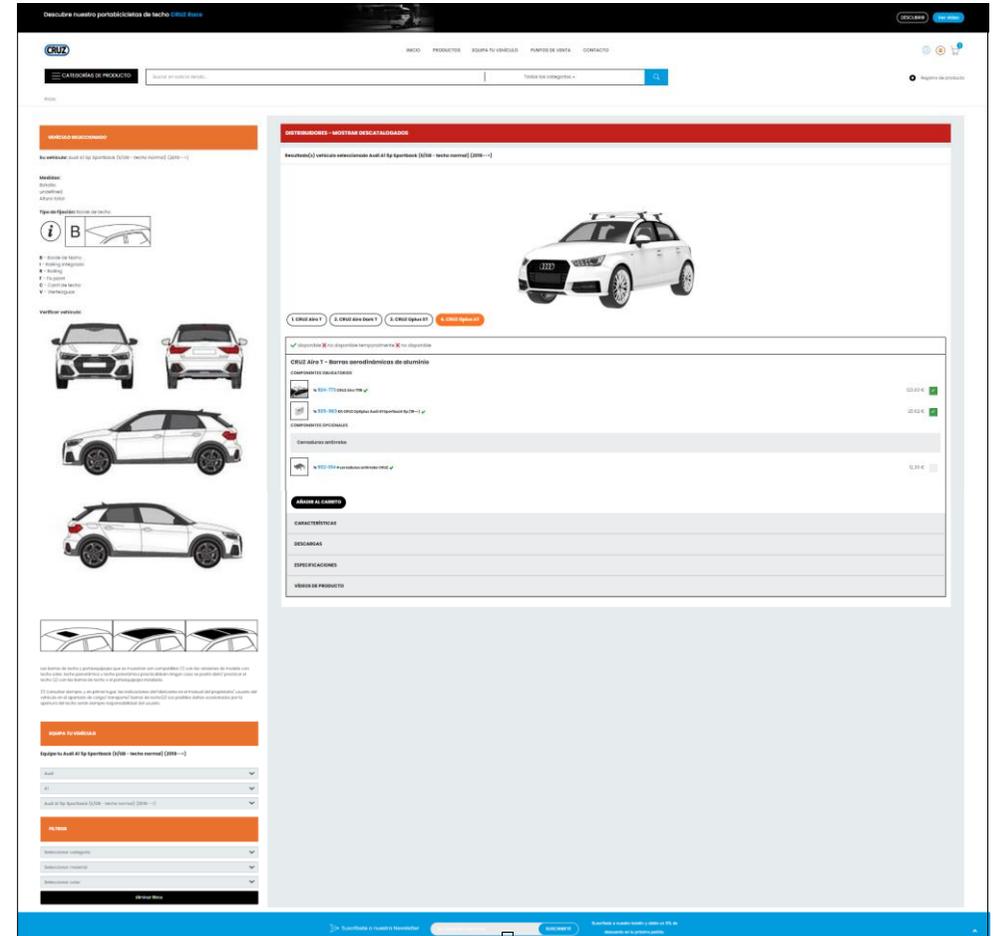


# New CRUZ product website

## NEW SEARCH ENGINES



Not only have the search processes been streamlined, through the new product search engines with filters, but also renders of the product on the vehicle have been developed so that the user can visualize the final result through the 3D solution.

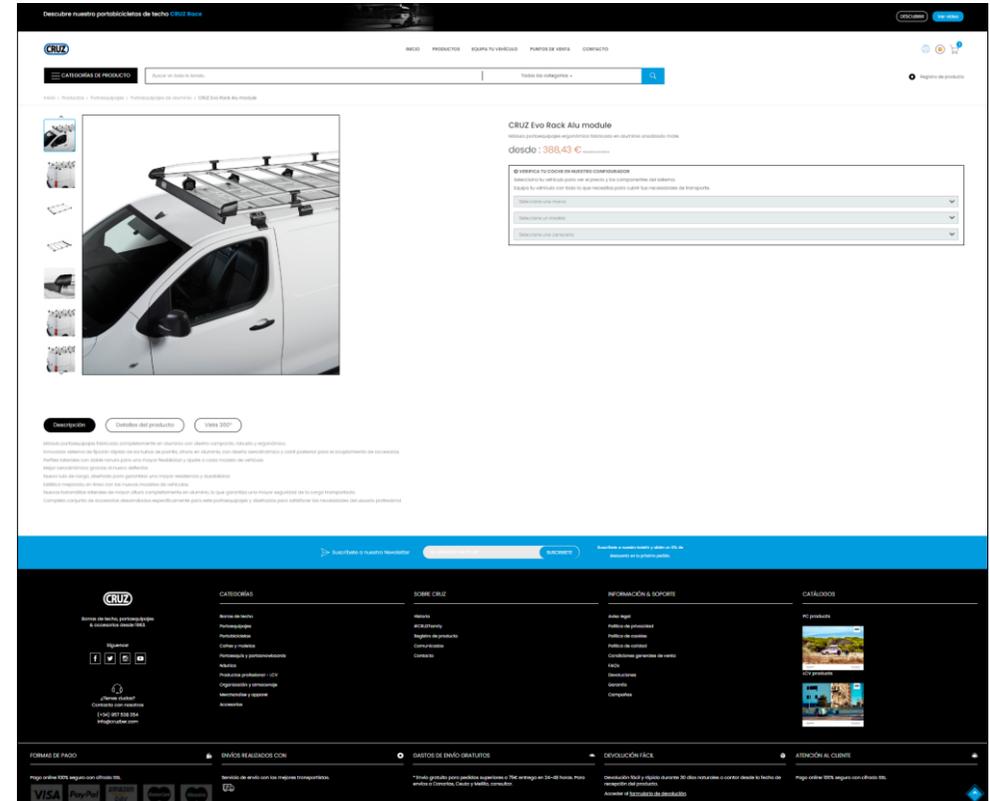
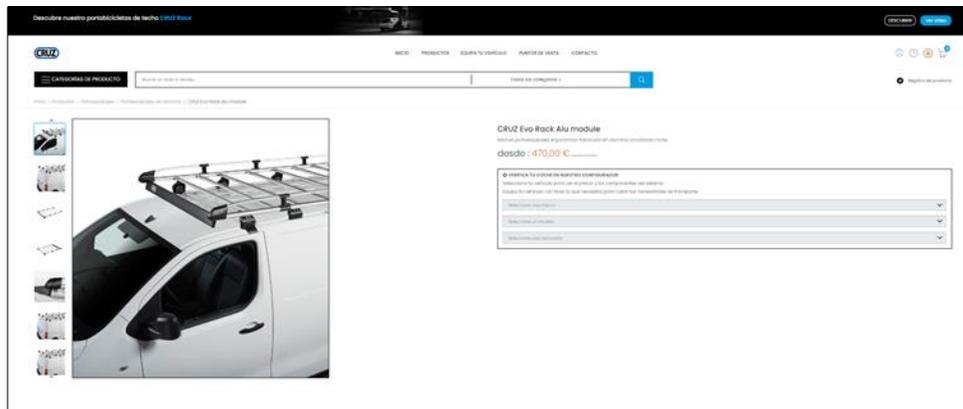


# New CRUZ product website

## SEARCH ENGINES ON PRODUCT PAGES



The navigation process continues to be improved, not only with FIND YOUR VEHICLE, but also with the new guides incorporated into the pages of each product, particularly those that are specific to vehicles, so that the customer can verify the compatibility with your vehicle instantly.



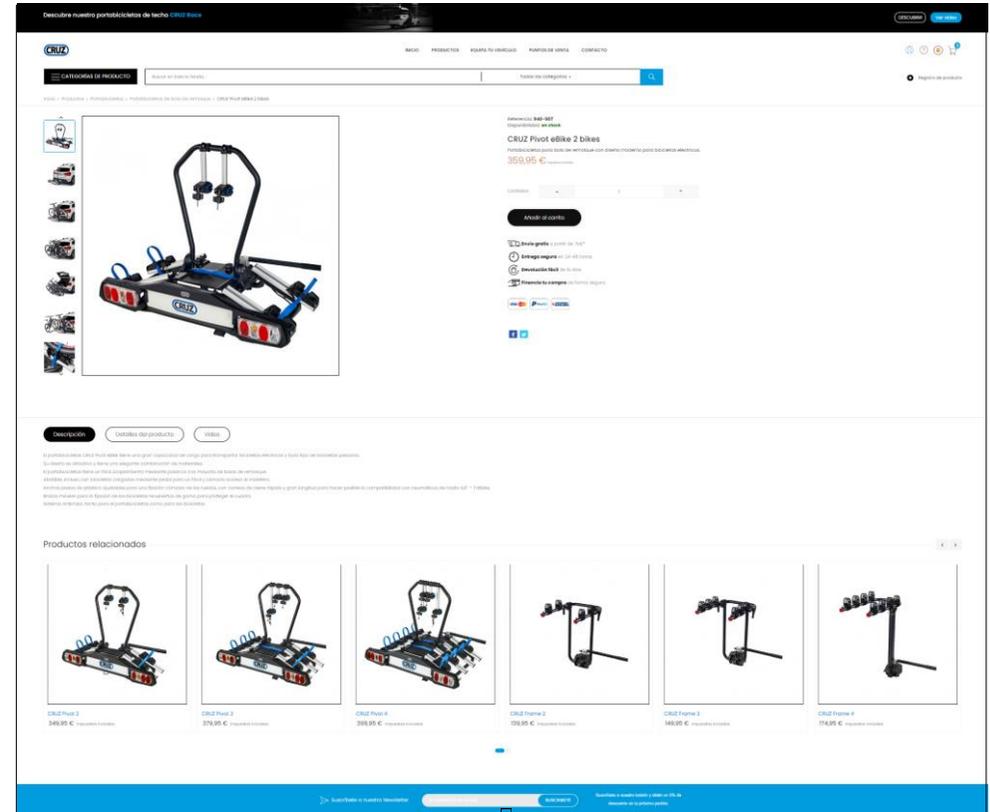
# New CRUZ product website

## AVAILABILITY INFORMATION



In relation to the query of product availability, we have gone from downloading a specific document for it, to showing its availability in all the places on the web where a product appears.

A much more practical and faster implementation in consulting the availability of the solution sought.

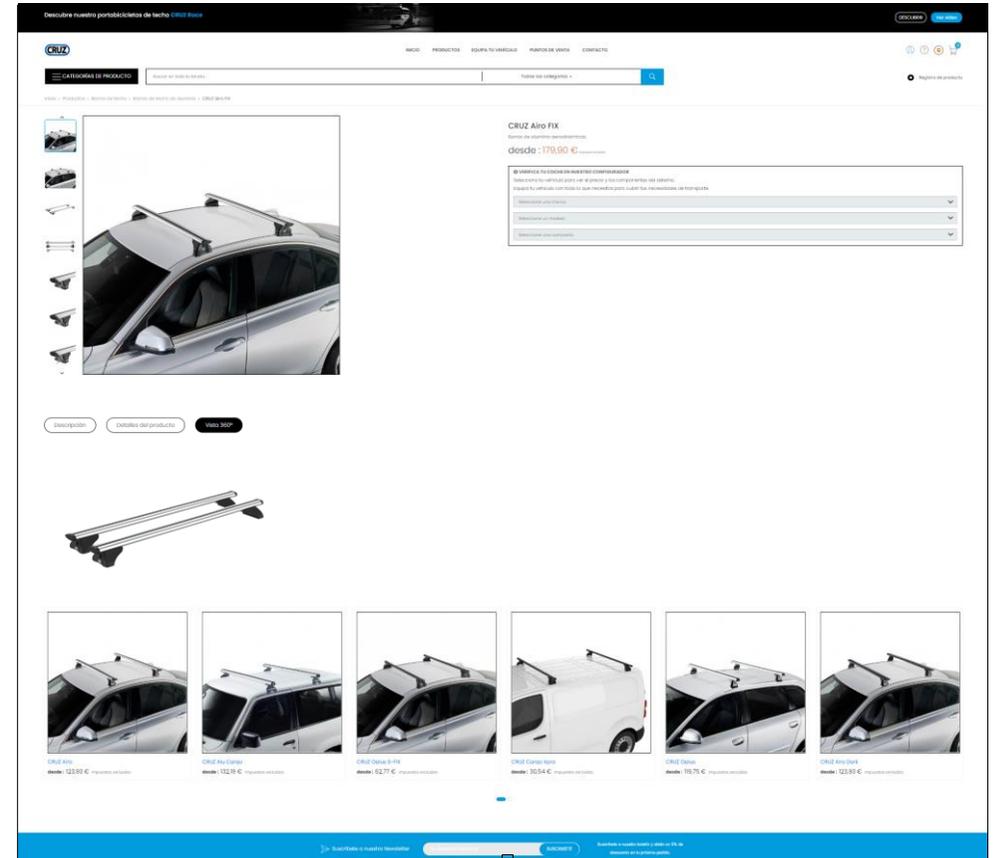
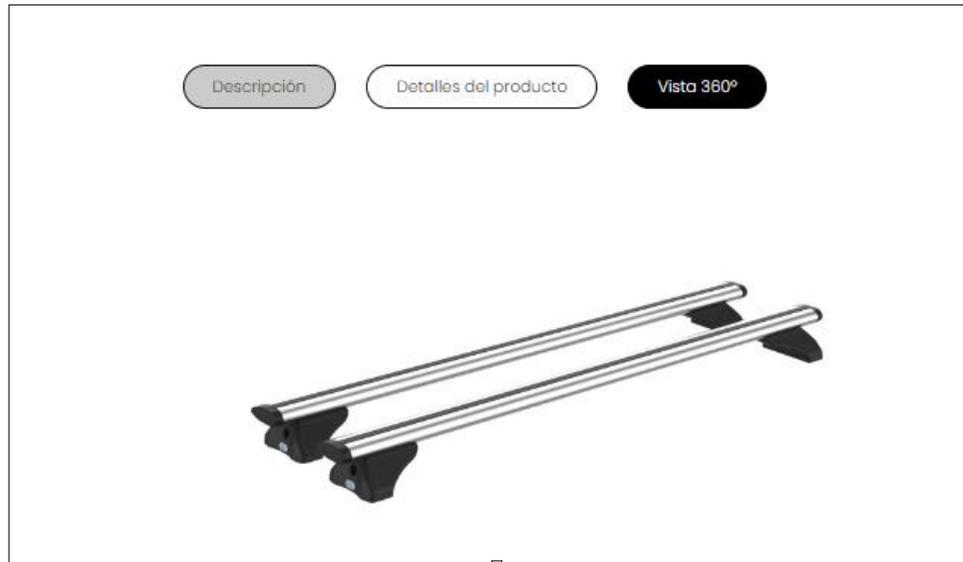


# New CRUZ product website

## IMAGES 360°



Another novelty is that you can find images of certain products with a 360° view. It is an application that arises with this new website and in which we will work progressively to expand it to the greatest number of solutions possible.



# New CRUZ product website

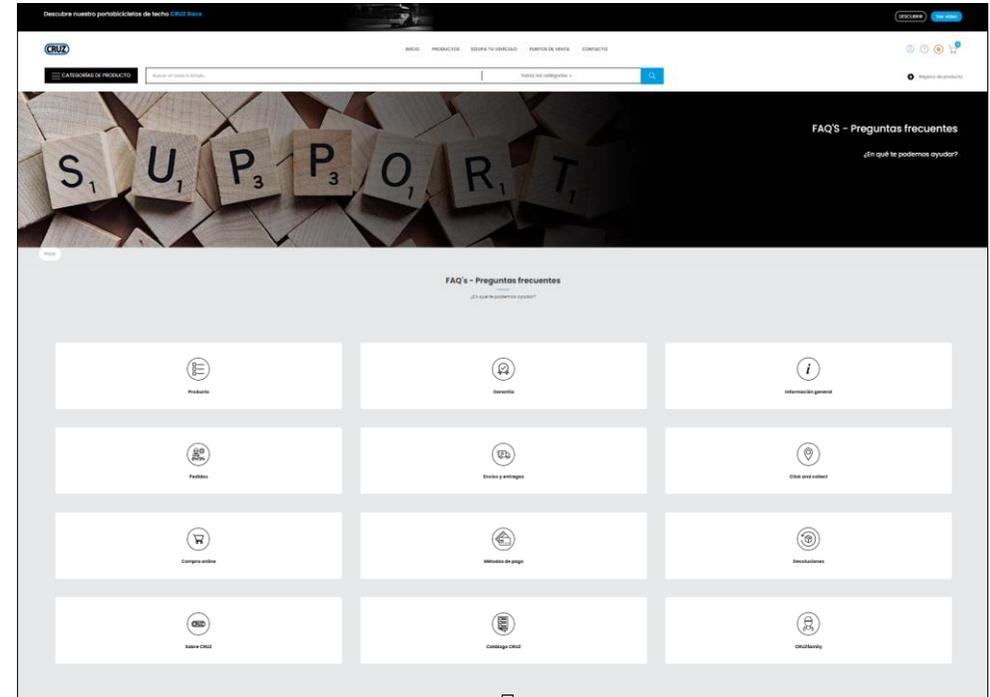
## FREQUENTLY ASKED QUESTIONS (FAQs)



As a result of all these improvements in the new website, it is possible that the user has frequent doubts about the operation, the product or the operation.

To resolve them, the frequently asked questions or FAQs will be incorporated into the website from the day the website is launched.

\*This section is still under development.



ESTIMATED LAUNCH: W28/2023

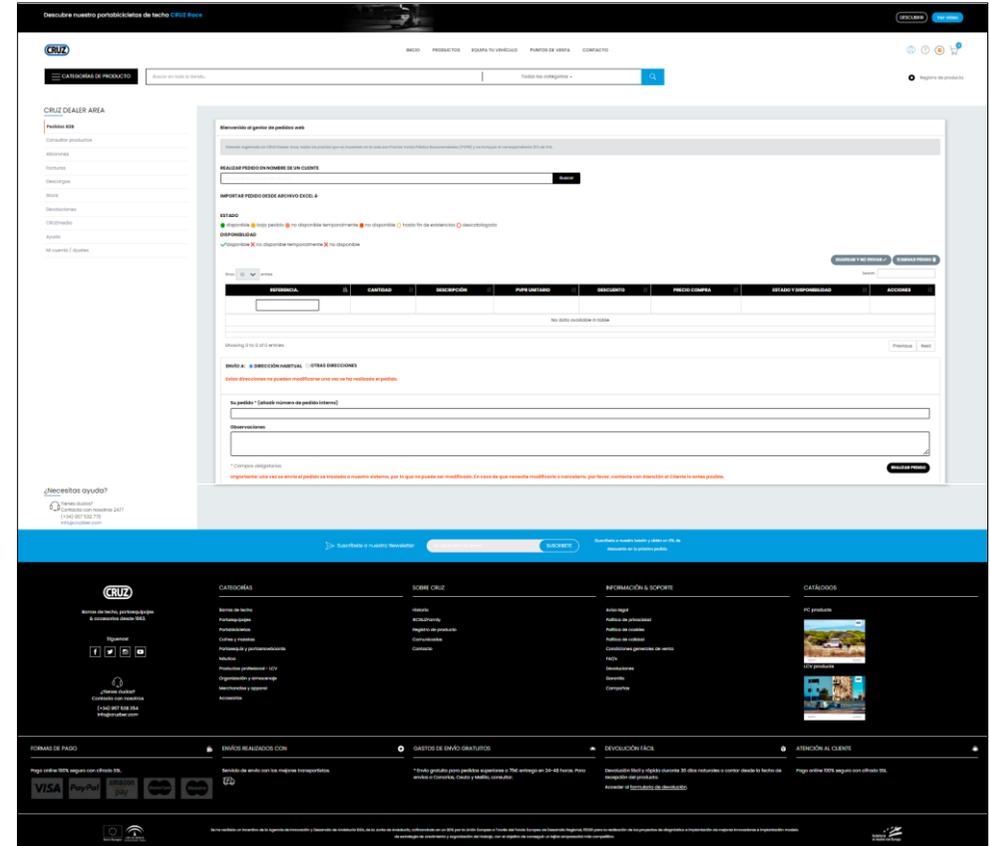
# New CRUZ product website

## NEW DEALER AREA



The CRUZ Dealer Area is an extremely useful tool for users. But the functionality of it could be further improved, and now it is done:

- > Improved content
- > Ease of access and download of documents
- > More functionalities
- > Greater usability
- > More intuitive and easy to use
- > Answers to questions about its operation





# New CRUZ product website

## MORE FEATURES



Another notable point is the system for consulting and downloading documents, more convenient and agile.

At a national level\*, the distributors have at their disposal and can download invoices and delivery notes.

For their part, in export they will only have access to their history of delivery notes.

Decubre nuestro portafolio de teche CRUZ Race

CRUZ

Inicio PRODUCTOS EQUIPA TU VEHICULO PUNTOS DE VENTA CONTACTO

CATEGORIAS DE PRODUCTO

CRUZ DEALER AREA

Resumen

Resumen de facturas

Fecha	Nº factura	Fecha factura	Importe factura	Acciones
2022/01/01	20220101	20-04-2022	2139.40	Factura
2022/01/01	20220101	20-04-2022	2633.40	Factura
2022/01/01	20220101	20-04-2022	1876.40	Factura
2022/01/01	20220101	20-04-2022	6938.40	Factura
2022/01/01	20220101	20-04-2022	1122.40	Factura
2022/01/01	20220101	20-04-2022	1732.40	Factura
2022/01/01	20220101	20-04-2022	1838.40	Factura
2022/01/01	20220101	20-04-2022	10427.40	Factura
2022/01/01	20220101	20-04-2022	8108.40	Factura
2022/01/01	20220101	20-04-2022	1222.40	Factura
2022/01/01	20220101	20-04-2022	1218.40	Factura
2022/01/01	20220101	20-04-2022	2435.40	Factura
2022/01/01	20220101	20-04-2022	12614.40	Factura
2022/01/01	20220101	20-04-2022	28671.40	Factura
2022/01/01	20220101	20-04-2022	2382.40	Factura

Ver más de 14 facturas

Decubre nuestro portafolio de teche CRUZ Race

CRUZ

Inicio PRODUCTOS EQUIPA TU VEHICULO PUNTOS DE VENTA CONTACTO

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Fecha	Nº factura	Fecha factura	Importe factura	Acciones
2022/01/01	20220101	01-07-2022	1000.00	Factura
2022/01/01	20220101	01-07-2022	1000.00	Factura
2022/01/01	20220101	01-07-2022	1000.00	Factura
2022/01/01	20220101	01-07-2022	1000.00	Factura
2022/01/01	20220101	01-07-2022	1000.00	Factura
2022/01/01	20220101	01-07-2022	1000.00	Factura
2022/01/01	20220101	01-07-2022	1000.00	Factura
2022/01/01	20220101	01-07-2022	1000.00	Factura
2022/01/01	20220101	01-07-2022	1000.00	Factura
2022/01/01	20220101	01-07-2022	1000.00	Factura

Ver más de 14 facturas

\*Only available for Spain.

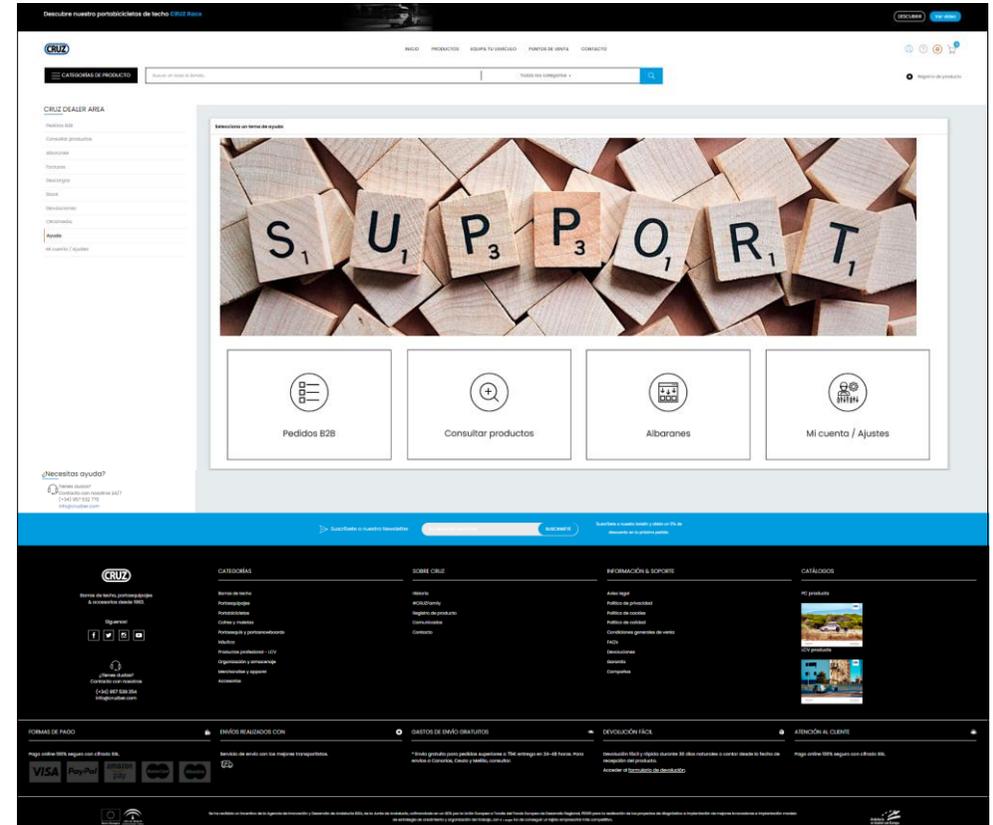
# New CRUZ product website

FAQs / HELP



As previously mentioned, the website will include a FAQs section, which will contain all the necessary information to help the user understand how this new CRUZ Dealer Area works and, at the same time, will become a fundamental help and answer tool. to frequently asked questions.

\*This section is still under development.



ESTIMATED LAUNCH: W28/2023