

## Needs Assessment

Updated April 5, 2007

### **The ESMT is safe**

- (1) The ESMT is easy to use
- (2) The ESMT is compact and ergonomically sound
- (3) The ESMT has built in safety features for the operator and the ATV itself
- (4) The ESMT retains a reverse lockout feature, electronically or mechanically

### **The electronic-shifted, manual transmission (ESMT) is a valuable investment to Polaris**

- (5) The ESMT is easy to manufacture
- (6) The ESMT is economically viable to manufacture and sell
- (7) The ESMT improves brand name recognition
- (8) The ESMT offers visible quality improvements from previous models
- (9) The ESMT will allow Polaris to utilize one power train for all ATV's

### **The ESMT system (less transmission) is lightweight (under 7 lbs.) (10)**

### **The ESMT offers performance benefits**

- (11) The shifts are made smoothly
- (12) Acceleration from a dead stop is crisp and consistent
- (13) Shifts are made quickly
- (14) User interface is simple to interpret for operator

### **The ESMT is durable and reliable**

- (15) The ESMT acts as expected and every time called upon under any conditions
- (16) The ESMT lasts the lifetime of product (ATV)
- (17) The ESMT is comprised of quality materials