



Customer Spotlight

Taiga Motors Accelerates
Serviceability with Zea 3D Parts
Catalog Platform



Photos courtesy of Taiga Motors Inc.

- Innovative designer and manufacturer of electric powersports vehicles since 2015.
- Critical goal to make it easy for Service Partners to identify and access parts without adding unnecessary organizational overhead.

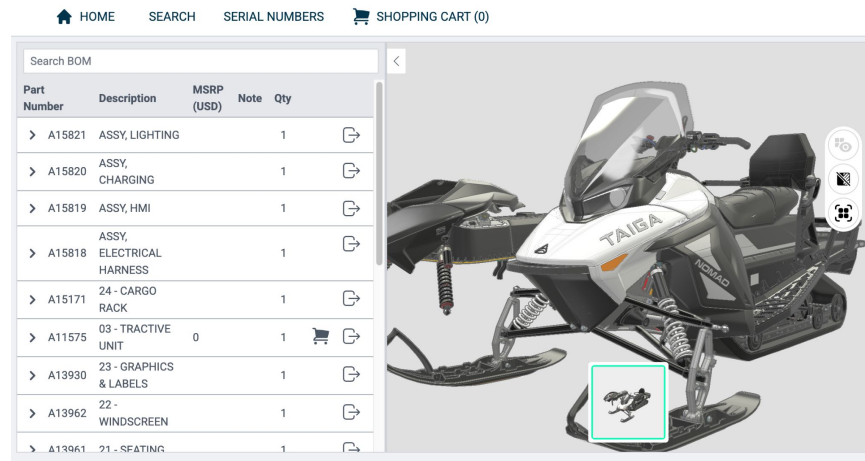


"We wanted a lean, high-quality catalog experience that connected our CAD and ERP data to our Service Partners." Paul Achard, Co-Founder, Taiga Motors

Zea Offers Flexible, Cost-Effective and Lean solution



- After evaluating several options, Taiga selected the Zea Parts Catalog platform.
- Decision was based on Zea's flexibility, cost-effectiveness, and strong alignment with Taiga's need for a **lean CAD-to-catalog workflow**.
- Zea's platform enabled Taiga to:
 - Publish interactive 3D catalogs from CAD and ERP data
 - Easily manage serviceable vs. non-serviceable parts
 - Filter out sensitive IP and proprietary components
 - Keep the catalog updated in real time with minimal friction

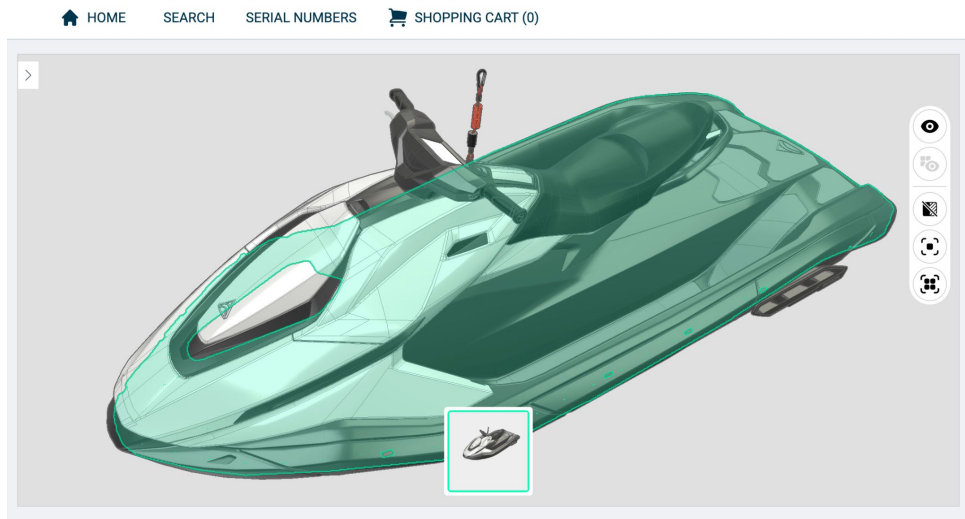


"Zea really offered the most cost-effective way to get from our CAD dataset to the catalog, and they were also very adaptable in listening to our needs."
Paul Achard, Co-Founder, Taiga Motors

A Catalog Experience that Truly Wowed!



- The impact was immediate.
 - **"The 'Wow' moment came when we opened the Orca catalog and saw our vehicle rendered beautifully in 3D, with an intuitive drill-down to part numbers."**
- Taiga's service partners now enjoy a seamless parts identification and ordering experience.
- Zea's platform simplifies catalog updates and minimizes overhead.

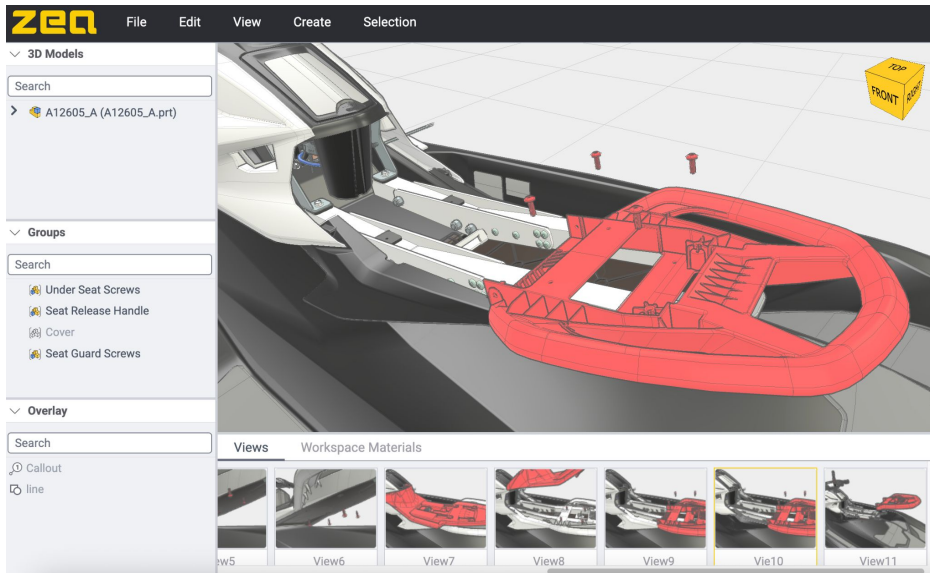


"Zea makes it easy to bridge the gap between our engineering and business data, connecting CAD models with part numbers and pricing, so we can deliver a seamless experience to our end users." Paul Achard, Co-Founder, Taiga Motors

Beyond the Catalog: A Platform for Growth



- Zea is a cornerstone of Taiga's broader service ecosystem.
- Connect CAD data, part numbers, and costs in one unified platform
- Expanding its use into training and servicing programs.
- **"As soon as you have parts, part numbers, and costs, it becomes so much more than just a catalog. Zea is evolving into a foundation for how we support service partners, train teams, and scale operational efficiency."** Paul Achard, Co-Founder, Taiga Motors



The Zea Illustrations app makes it simple to create 3D interactive, animated technical documentation, ready to embed on any website.

A True Partnership



- From the outset, the Zea team embedded themselves in Taiga's journey by adapting, problem-solving, and growing alongside them.
- **"We feel like not just a client, but a partner. Zea has been with us every step of the way—listening closely, responding quickly, and continually improving their platform to meet our evolving needs."** Paul Achard, Co-Founder, Taiga Motors





Contact Us

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