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Case Study

YAKIMA

eCommerce Website Design and Development

YAKIMA

Yakima, a premium roof rack brand, helps people carry their favourite gear on their vehicles to destinations all over the world. Venturing out on the open road creates shared experiences and memories that last a lifetime.

When Follow engaged with Yakima, the firm was selling products in the domestic market. Their vision extended to servicing a total of 21 markets across Australia, New Zealand, and Europe, constrained mainly by the lack of a globally relevant online sales and distribution channel.



LOCKNLOAD PLATFORM

Now with more sizes and fits for more vehicles than ever.

[Find Out More](#)

YAKIMA PRODUCTS BY ACTIVITY



LOCKNLOAD PLATFORM

[Find Out More](#)

YAKIMA PRODUCTS BY ACTIVITY



Bike



Water



Offroad



Snow





Not sure what roof rack to buy?

Find the right roof rack for your car

Fit my roof rack



GUIDE & IDEAS

Discover our latest tips, helpful product reviews & all necessary information straight from folks like you.



ROOF RACK GUIDE
A GUIDE TO ROOF RACKS: WHICH ONE IS RIGHT FOR YOU
There's no question. You're not really "leaving" when it comes to knowing your what roof

The monitor shows the Yakima website interface. At the top, there's a navigation bar with 'YAKIMA' logo and links for 'ROOF RACKS', 'FIND MY CAR', 'BY ACTIVITY', 'ACCESSORIES', and 'FIND A DEALER'. Below the navigation is a search bar and icons for account, heart, and cart. The main header features a large image of a car with a roof rack and the text 'WHISPBAR FLUSH BAR'. A red banner below the header indicates 'Your vehicle: 2011 Toyota FJ Cruiser 5 Door SUV 2011 - 2017' with a 'Change vehicle' button. The product title is '2011 Toyota Fj Cruiser 5 Door Suv 2011 - 2017 (Rails)'. The price is '\$419.00 (RRP inc GST)*'. Below the price, there's a list of items: '56W FLUSH BAR \$350.00 RRP' and '+ K328W FITTING KIT \$69 RRP'. The 'Mount Type' is 'Rail Mount', 'Load Rating' is '75kgs', and 'Details' include 'Clamps onto raised roof rail' and 'Sun roof tilt option CAN'NOT be operated'. An image of a white Toyota FJ Cruiser with the roof rack is shown.

The monitor shows the 'FIND MY CAR' section of the Yakima website. It features a large image of a red car with a roof rack and the text 'FIND MY CAR'. Below the image, there's a red banner with 'Your vehicle: 2011 Toyota FJ Cruiser 5 Door SUV 2011 - 2017' and a 'Change vehicle' button. The section title is 'Roof Racks for Toyota FJ Cruiser 11+'. Below the title, there are filters for 'Brand' (LOCKNLOAD, Whispbar) and 'Sort by' (Featured). The 'LOCKNLOAD' section is active, showing three product options: 'LOCKNLOAD CROSSBAR Toyota FJ Cruiser 11+ (2 Bars) \$380.00', 'LOCKNLOAD CROSSBAR Toyota FJ Cruiser 11+ (3 Bars) \$565.00', and 'LOCKNLOAD PLATFORM Toyota FJ Cruiser 11+ Platform D \$1,199.00'. Each option includes a 'View details' button.

Roof Racks for Toyota FJ Cruiser 11+

Your vehicle: 2011 Toyota FJ Cruiser 5 Door SUV 2011 - 2017

Change vehicle

Brand LOCKNLOAD Whispbar

Sort by: Featured

LOCKNLOAD



LOCKNLOAD CROSSBAR
Toyota FJ Cruiser 11+ (2 Bars)
Configuration: 2 Bars
Load Rating: 68 kg
Retail Part No.: 1073002
Crossbar or Platform Pack

\$380.00
(RRP inc GST)

View details



LOCKNLOAD CROSSBAR
Toyota FJ Cruiser 11+ (3 Bars)
Configuration: 3 Bars
Load Rating: 68 kg
Retail Part No.: 1073002
Crossbar or Platform Pack

\$565.00
(RRP inc GST)

View details



LOCKNLOAD PLATFORM
Toyota FJ Cruiser 11+ Platform D
Configuration: Platform D
Load Rating: 68 kg
Retail Part No.: 1073002
Crossbar or Platform Pack

\$1,199.00
(RRP inc GST)

View details

Whispbar



WHISPBAR FLUSH BAR
2011 Toyota Fj Cruiser 5 Door Suv 2011 - 2017 (Rails)
56W FLUSH BAR \$350.00 RRP
+ K328W FITTING KIT \$69 RRP
Mount Type: Rail Mount
Load Rating: 75kgs
Comments: Clamps onto raised roof rail

\$419.00
(RRP inc GST)

View details

The monitor shows the 'TOUGH, TESTED, VERSATILE' section of the Yakima website. It features a large image of a man loading gear onto a roof rack on a car. The text 'TOUGH, TESTED, VERSATILE' is overlaid on the image. Below the image, there's a 'Find out more' button. The navigation bar at the top includes 'YAKIMA' logo and links for 'FIND MY CAR', 'ROOF RACKS', 'SKIP BY', and 'FIND A DEALER'. There are also search, account, heart, and cart icons.

YAKIMA PRODUCTS BY ACTIVITY



Roof



BUYING GUIDE

Your guide to roof

A high-quality roof rack is a fun and adventure. However, you

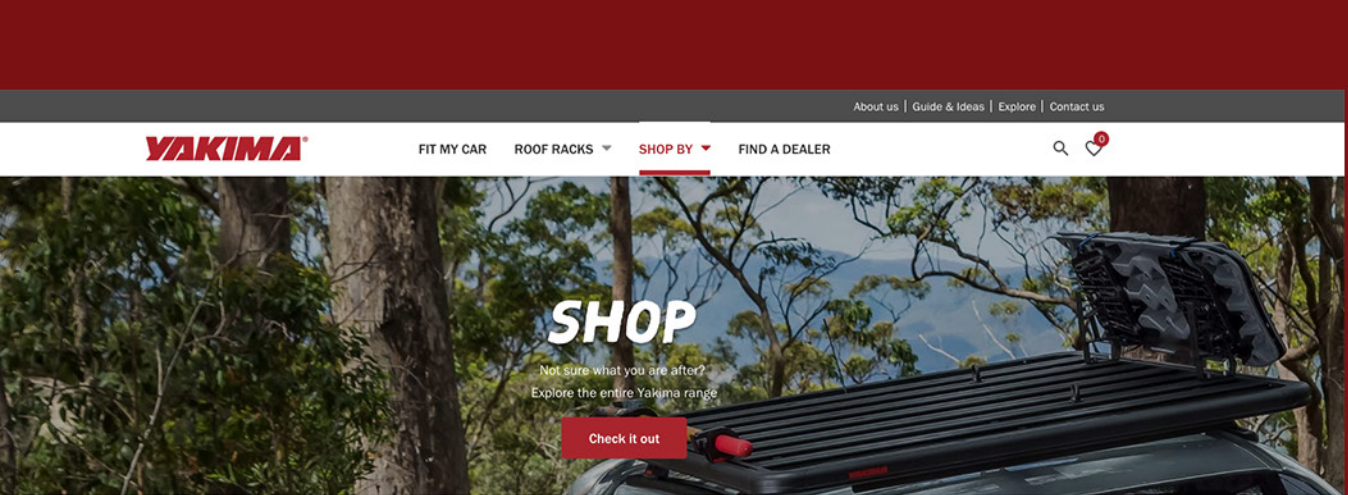
YAKIMA

1800 143 548

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The monitor shows the 'BIKE ROOF RACKS' section of the Yakima website. It features a large image of a car with a roof rack loaded with bicycles. The text 'BIKE ROOF RACKS' is overlaid on the image. Below the image, there's a 'Find out more' button. The navigation bar at the top includes 'YAKIMA' logo and links for 'ROOF RACKS', 'FIND MY CAR', 'BY ACTIVITY', and 'ACCESSORIES'. There are also search, account, heart, and cart icons.





Categories

- Bike ▶
- Water sports ▶
- Camping ▶
- Offroad ▶
- Snow ▶
- Tradesman ▶

Filters

- Capacity Cargo**
- Small (220L - 340L)
 - Medium (340L - 450L)
 - Large (450L - 560L)
 - XL - (560L+)
- Gear Location**
- Roof



FORKLIFT
\$209.00

This fork-mount rack is compatible with most factory crossbars and disc brakes.



15 MM X 100 MM FORK ADAPTER
\$79.00

Make your 15 mm fork compatible with Yakima fork-style bike racks.



FULLSWING
\$749.00

Keep the bikes on and still access the rear of the vehicle with this fully featured swing rack for up to four bikes.



BIG POWDERHOUND
\$209.00

We redesigned this classic snowboard & ski rack to provide great value at an



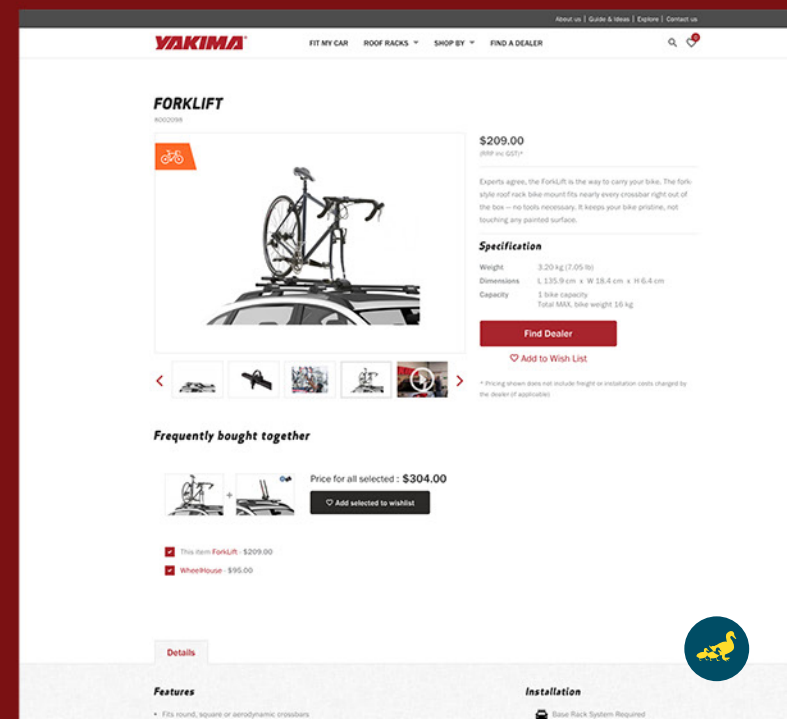
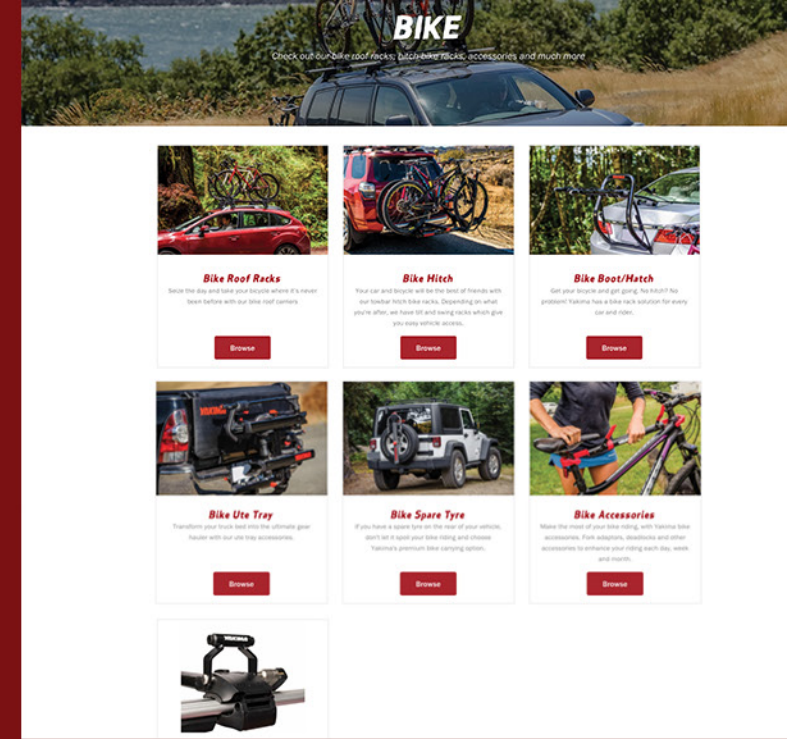
FATCAT 4
\$295.00

This sleek ski rack for cars of many sizes is what you need to get your gear safely



BIGSTACK
\$239.00

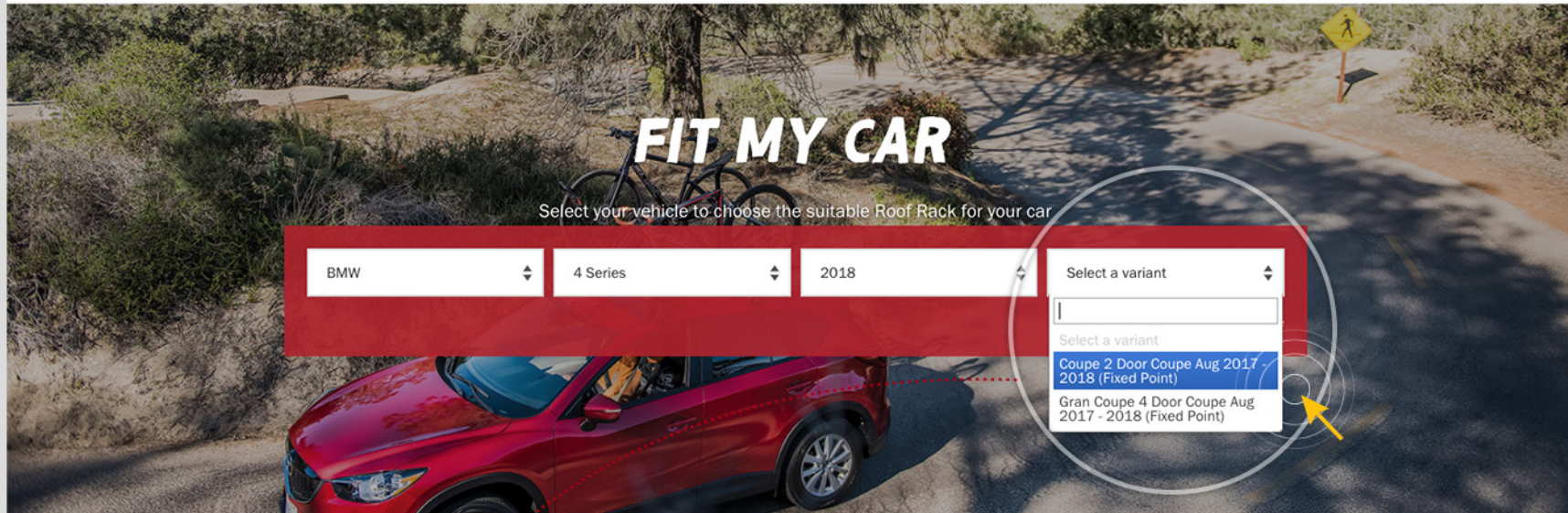
Give your roof the most room possible for more boats or more multi-sport gear.



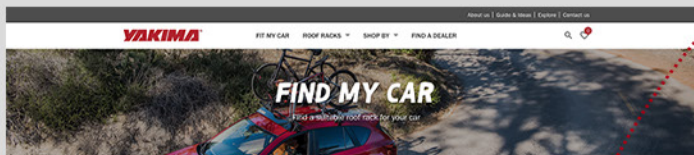
Follow created an integrated Magento/WordPress multisite and multistore solution, expanding the capabilities of these platforms to service Yakima's large dynamic global market.

Follow's work encompassed customised design and development, extending to integration with a 3rd party API to enable vehicle selection, translation and multilingual capability, and full integration with the client's ERP system. The client platform offers products globally via the Amazon Web Services cloud platform utilising Cloudflare.





Vehicle selection dropdown menu with options: BMW, 4 Series, 2018, and a variant selector.



Roof Racks for BMW 4 Series

Your vehicle: 2018 BMW 4 Series Coupe 2 Door Coupe Aug 2017 - 2018 (Fixed Point)

Option: Whispbar HD Whispbar

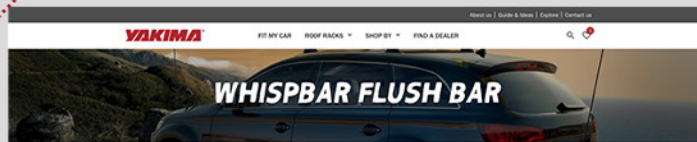
WHISPBAR

Product card for Whispbar Flush Bar, BMW 4 Series, priced at \$419.00.

Product card for Whispbar Through Bar, BMW 4 Series, priced at \$419.00.

WHISPBAR HD

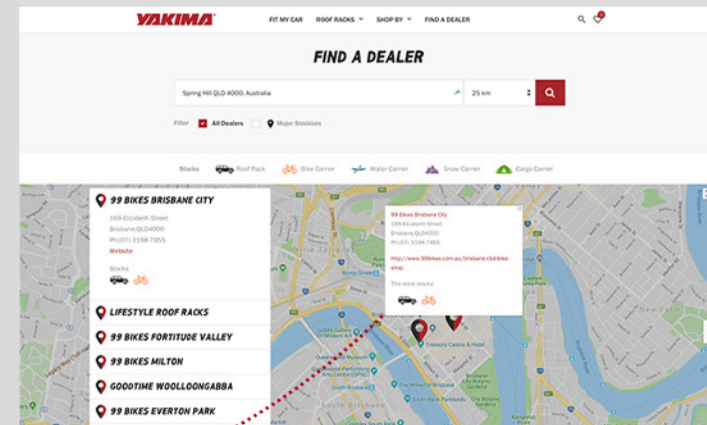
Product card for Whispbar HD Through Bar, BMW 4 Series, priced at \$433.00.



Your vehicle: 2018 BMW 4 Series Coupe 2 Door Coupe Aug 2017 - 2018 (Fixed Point)

2018 BMW 4 Series Coupe 2 Door Coupe Aug 2017 - 2018 (Fixed Point)

Product details for the Whispbar Flush Bar, including price, specifications, and a 'Find Dealer' button.



If your business seeks a design and development agency who can not only work with, but greatly enhance your e-commerce platform, and integrate neatly with your wider marketing and operations, Follow has extremely well-proven capability. Our work with Yakima is a clear example of evolving from basic online shopping functionality to a fully customisable, scalable multi-site sales and marketing solution delivering products across a global marketplace.



follow 

People first.
Results **follow.**

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