



Carolina Rides

Carolina Rides is a competitive electric vehicle (EV) dealership that specializes in offering a wide range of eco-friendly transportation options, from high-performance EVs to smaller electric vehicles. Their focus on speed, quality, and customer service sets them apart in the rapidly growing EV market.

Business Challenge

Carolina Rides faced significant challenges with their existing website, which had become slow, cumbersome to edit, and outdated in functionality. As a competitive player in the EV market, they needed a fast, visually appealing website that could deliver a premium browsing experience for customers exploring their inventory. The demand for frequent updates and the complexity of the site's growth highlighted the need for a scalable solution that could keep pace with their business.

Our Solution

Imagi-tech rebuilt Carolina Rides' website from the ground up, streamlining its backend by removing unnecessary plugins and legacy components that slowed it down. We engineered a custom dealership-style browsing experience for their EV inventory, blending it seamlessly with a standard e-commerce platform for their smaller vehicles. The backend was thoughtfully structured to ensure ease of updates and scalability, leveraging built-in functionality and design styles to avoid reliance on hard-coded elements. A short-order version of the site was deployed to accommodate holiday sales while the full rebuild was finalized, ensuring no business opportunities were lost during development.

Budget

\$0 \$100K



Services

- UI/UX Design
- Website Development
- E-commerce
- Custom Web Styling
- Content Changes and QA

About Imagi-tech

At Imagi-tech, we're a team of passionate developers and designers dedicated to helping businesses grow. From smart web apps to custom software, we solve real challenges with solutions that make a difference. With years of experience in creating user-friendly designs, building websites, and driving e-commerce success, we focus on what works best for you. Let's build something extraordinary together.

Results

The revamped Carolina Rides website delivered meaningful improvements:

- **Meticulous Design Implementation**
Imagi-tech expertly developed the Carolina Rides marketing layouts, ensuring the site matched the original vision while maintaining usability and scalability.
- **New Page Designs**
We designed and built dealership listings and EV detail pages, enhancing the customer experience and supporting sales.
- **Faster Performance**
Significant improvements in load times provided a smooth, competitive browsing experience.
- **Streamlined Management**
By leveraging existing tools and minimizing custom coding, we ensured the site was easy to update and maintain.
- **Seamless Deployment**
A temporary holiday-focused site ensured sales continuity, while the full build launched on schedule in January.
- **Ongoing Support**
We continued to provide updates and maintenance with quick turnarounds, often delivering changes day of and new layouts within 1 week.

Through a collaborative partnership, Carolina Rides achieved a high-performance website that met their designer's vision while providing a competitive edge in the EV market.

Tailored Dealership Experience

A standout feature of the revamped website is the dealership inventory experience, designed to mirror the familiar feel of browsing for a new car. Careful collaboration and feedback guided the display of key information, ensuring an intuitive, user-friendly layout. The backend attributes for each vehicle were refactored to serve multiple purposes: powering effective customer filters, integrating seamlessly into the dealership listings, and remaining easy to update and maintain. This attention to detail ensured a professional, scalable solution that meets both user expectations and the demands of a competitive market.

