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TORQUE KING 4X4
Case Study



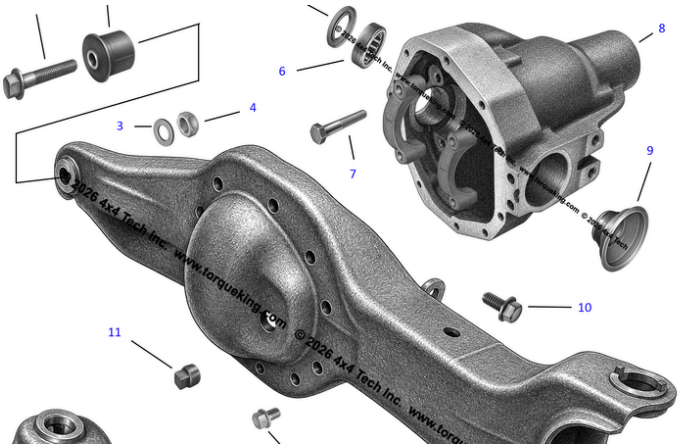
Torque King 4x4 Builds a Custom Parts Identification Experience with Documoto in Under an Hour

The Customer's Business

Torque King 4x4 manufactures proprietary parts and specialty tools and supplies OEM and aftermarket drivetrain components for 4x4 vehicles. It serves a broad mix of do-it-yourself vehicle owners, repair shops, fleets and dealerships with drivetrain parts spanning vehicles from the 1940s through today. **Jesse Guarino, who manages the business and jokingly describes himself as its "Chief Everything Officer," says Torque King takes an unusually hands-on approach to helping customers identify what they need**: selling genuine OEM parts wherever possible, sourcing the best available aftermarket alternatives when necessary, and manufacturing some.

That breadth creates a difficult parts-identification problem. A single vehicle can have multiple possible configurations, and customers do not always know the formal name of the component they are holding. Torque King has invested heavily in detailed descriptions, real part photography, technical content and its own exploded-view drawings so customers can visually match a component and order with confidence.

Torque King had already proven the commercial value of that approach before adopting Documoto. When the company first added visual, linked exploded-view content, customers began buying more of the smaller related parts – enough that Torque King eventually created a kit around them – and placed more complete orders because they could see everything associated with the repair.



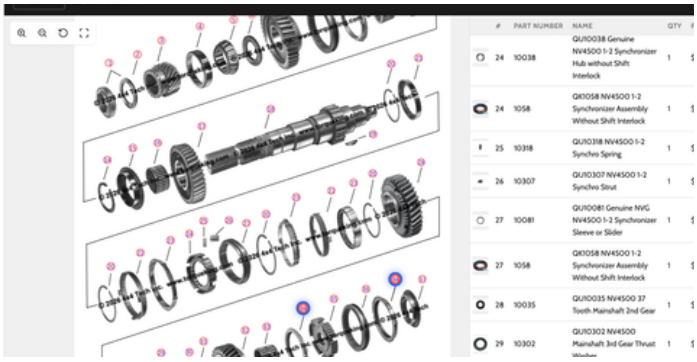
The Need for a Solution

The challenge was scaling an experience that was already working. Torque King first experimented with PDFs containing hotspots and links, then adapted web HTML landing-page software to create custom interactive pages.

Those approaches became increasingly difficult to maintain as the catalog grew: **related content had to be managed across separate pages, part supersessions and discontinuations required manual updates wherever a number appeared**, and software designed for basic landing pages was being stretched to support complex parts drawings.

As a result, Torque King began looking for a purpose-built interactive parts publishing platform that was easier to maintain, supported content reuse, and could support a custom parts identification experience aligned to their customers' needs.





Torque King wanted a platform that would make parts identification content easier to create and maintain without limiting how that information could be delivered to customers. Documoto offered both: purpose-built authoring tools for interactive parts books and reusable parts information, along with multiple options for bringing that content into Torque King's existing Shopify experience. For Jesse, content reuse was a major improvement: **"If one part supersedes and it's used across 100 books, you can make that change in one place and it populates everywhere."**

Ease of adoption mattered too. Jesse led much of the implementation alongside one other team member, learning Documoto largely through hands-on use, Documoto Academy and the Knowledge Base. Only one or two onboarding calls focused on learning the platform; most conversations centered on features, configuration options and Torque King's specific use case. As Jesse put it, **"The implementation itself was very easy for us… I just needed to know how things worked."**

For the customer-facing experience, Torque King evaluated both Documoto Widgets and Headless APIs. Widgets provided the core functionality – interactive illustrations, parts lists and hotspot navigation – but Jesse wanted more control over the user interface and how it interacted with Torque King's Shopify content: "The basics were there… I just wanted more." **Headless gave Torque King the ability to blend Documoto-authored exploded views, parts lists, hotspots and related content with Shopify-managed product descriptions, pricing and ecommerce logic.**

How Documoto Helps

Create

8x
Faster Parts Book Publishing

Torque King moved its exploded-view content into Documoto to make interactive parts books easier to create, update and reuse. Instead of manually maintaining information across individual web pages, the team can manage shared parts and exploded views once and apply changes, including supersessions, everywhere that information appears. **Switching to Documoto reduced the time to publish a typical parts book from roughly a full day to about an hour.**

Connect

< 1 Hr
To Build a Custom Shopify Experience

Rather than duplicating all of its ecommerce data in another system, **Torque King connected Documoto directly with Shopify.** Documoto manages the exploded views, hotspots, links to related technical content and parts lists, while Shopify remains the source for product descriptions and other commercial information like pricing – allowing each system to manage the information it does best.

Deploy

~1 Day
To Fully Customize & Refine

Torque King used Documoto's Headless APIs to build parts identification directly into its Shopify experience. With no formal coding experience, Jesse used AI and Documoto's developer documentation to **create a functional custom experience in less than an hour**, then spent roughly one day adding advanced functionality and refining it to fit exactly how Torque King wanted customers to shop.

> **"DOCUMOTO'S HEADLESS API IS THE BEE'S KNEES."**



> **"I don't really have formal coding experience… but with AI I can tell it what to write and it writes the code… With Documoto Headless APIs I had [it] functional in about an hour. Within a day, I had it doing pretty much everything I wanted it to do."**

The Results

Since implementing Documoto, Torque King has dramatically reduced the effort required to create and maintain its interactive parts content. **An average parts book that previously took a full day or longer to build can now be assembled in about an hour** when the source images and part numbers are ready. That efficiency matters as Torque King expands an experience that had already proven its value: Jesse says orders placed through exploded-view content are typically more accurate, customers purchase more related components, and they are more likely to order everything they need for the repair the first time.

Torque King also has significantly more freedom to evolve that experience without rebuilding the systems behind it. Documoto manages the exploded views, hotspots, parts lists and SKUs, while Shopify remains the source for product descriptions, pricing and other commercial information. **Headless APIs give Jesse control over how those two sources come together in the customer experience.** That stands in contrast to other web platforms Torque King has used, where "you get what you get and you don't throw a fit." With Documoto, Jesse was "very pleased with the availability of API endpoints."

For Jesse, the value ultimately comes back to time and ease of use: **"Time is hard to put a price on… just with how easy it is to use, it's hard to put a price on that."** His assessment of the value Torque King receives for the cost was equally straightforward: "Very, very good."

Torque King 4x4 has turned a parts identification approach that was already driving larger, more accurate orders into a scalable, easy-to-maintain experience with Documoto. Exploded views, hotspots and parts lists are authored once and reused everywhere, so supersessions are updated in a single place. Using Documoto's Headless APIs, Torque King connected that content directly to its Shopify storefront – building a custom parts identification experience in under an hour. **Jesse's advice for others: "Don't be afraid to go down the headless route and see what it takes… you can get a very custom, personalized experience."**

1 Hour
Parts Book Publishing Time
Down from a full day (~8 hours)

< 1 Hour
Custom Experience Built
Shopify-integrated parts identification built with Headless APIs

~1 Day
To Fully Customize
Advanced functionality and refinement of the parts ID experience

1 Place
To Update a Part
Changes populate across every parts book

2 Systems
Working Together Seamlessly
Documoto for parts, Shopify for commerce

Learn how Documoto can help you Create, Connect and Deploy parts and service information your way.

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