

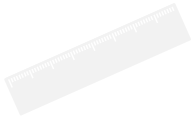
# BROCHURE

## EXTENDED VEHICLE DATA

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# Standard & Optional Equipment

1

Accurate and precise vehicle equipment descriptions are an important aspect of any data solution purposed for vehicle identification, advertising or marketing.

Two common challenges present themselves for businesses that need equipment data. Fortunately our Standard and Optional Equipment data address them both.

- The first challenge is finding a dataset that captures OEM specific marketing names and descriptions for manufacturer compliant inventory display and marketing. Pairing this with the internal order codes can help you streamline and even automate new and used detailed vehicle decoding.
- The second common issue with equipment data is getting normalized and consistent equipment description values. While marketing descriptions are required for OEM compliant displays, standardized descriptions are needed to allow for advanced inventory search and comparison.

**File Format & Delivery:** API web service or delimited file with daily updates via SFTP

**Data Scope:** Standard & Optional Equipment - US light-duty vehicles 1981-current model year;  
OEM Options & Packages - US light-duty vehicles 2008-current model year

## 2018 Mazda CX-5 AWD Grand Touring Data Sample:

Standard Equipment	Optional Equipment
Airbags	Parked car finder
MAZDA CONNECT Infotainment	Heated windshield wiper rests
Touch screen display w/ navigation	Illuminated scuff plate
Auto on/off, cornering LED headlights	Heated steering wheel
LED Foglights	Roof rails
Moonroof	Remote engine start
Blind spot safety	Heated rear seats
Autonomous braking	Trailer hitch
Cross traffic alert	Rear parking sensors
Camera System	Traffic sign recognition
Heated driver and passenger seats	Retractable cargo cover
Integrated turn signal mirrors	
Push-button start	
Memorized driver seat settings	



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# Technical Specifications

2

**Captures a wide variety of valuable data points for business use, including:**

- Accurate exterior dimensions and weights for classifying vehicles and to support vehicle transport logistics.
- Interior dimensions, seating capacity, and passenger space for both front occupants and all rows to support vehicle shopping and related research.
- Functional specifications such as fuel, payload, and towing capacity, drivetrain, GVWR and GCWR.
- Standard specification values describing the base vehicle, as well as optional specifications listing values that change with the addition of factory or port optional equipment.

A number of other popular vehicle specs are captured such as wheel and tire specs, interior volume and cargo capacity.

**File Format & Delivery:** API web service or delimited file with daily updates via SFTP

**Data Scope:** Standard Technical Specifications - US light-duty vehicles 1981-current model year;  
Optional Technical Specifications - US light-duty vehicles 2008-current model year

**2018 Ford F-150 4x4 Limited 4dr SuperCrew 5.5 ft. SB Data Sample:**

Exterior Dimensions	Seating	Weights
Length: 231.9" Wheelbase: 145.0" Height: 76.9 Width: 96.8" Width without Mirrors: 79.9" Bed Length: 67.1" Front & Rear Wheel Diameter: 22.0" Ground Clearance: 9.3" Front & Rear Track Width: 67.6"	Head Room 1st Row: 40.8" Head Room 2nd Row: 40.4" Hip Room 1st Row: 62.5" Hip Room 2nd Row: 64.7" Shoulder Room 1st Row: 66.7" Shoulder Room 2nd Row: 65.9" Leg Room 1st Row: 43.9" Leg Room 2nd Row: 43.6" Max Seating: 5	Gross Vehicle Weight Rating: 6750 lbs Gross Vehicle Weight Range: 6001-7000 Curb Weight: 4917 lbs Gross Combined Weight Rating: 16100 lbs Base Towing Capacity: 10700 lbs Max. Towing Capacity: 12700 lbs Tonnage: 1/2



# New Vehicle Warranty

3

Factory warranty data is of interest to corporate and consumer buyers alike.

Consumers actively research vehicle warranties, considering warranty coverage and length as an important factor in their purchasing decisions for both new and used vehicles.

Factory Warranty data is especially valuable for targeting marketing activities to consumers with vehicle warranties about to expire. It is also useful for new and used vehicle inventory marketing and fleet maintenance.

**File Format & Delivery:** API web service or delimited file with daily updates via SFTP

**Data Scope:** US light-duty vehicles 1990-current model year

## 2016 Infiniti QX70 AWD Data Sample:

Warranty Type	Months	Miles
Accessory	12	12k
Bumper-to-Bumper	48	60k
Powertrain	72	70k
California Emission Long Term De- fect	84	70k
California Emission Performance	48	60k
Federal Emission Defect	96	80k
Federal Emission Long Term Defect	24	24k
Federal Emission Performance	12	12k
Adjustments	48	0
24 Hour Roadside Assistance	48	60k
Towing Coverage	84	0
Corrosion Perforation	120	0
Seat Belt Coverage		



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# Vehicle Colors

Original OEM vehicle colors, descriptions and order codes for exterior paint, interior upholstery and contrasting roof colors.

- Colors delivered as a HEX or RGB code for accurate online display.
- Manufacturer codes can be used to match touch-up paint or upholstery.
- Data is captured for both colors in the case of two tone paint or fabric.
- Standardized color and marketing descriptors assigned to each record.

**File Format & Delivery:** API web service or delimited file with daily updates via SFTP

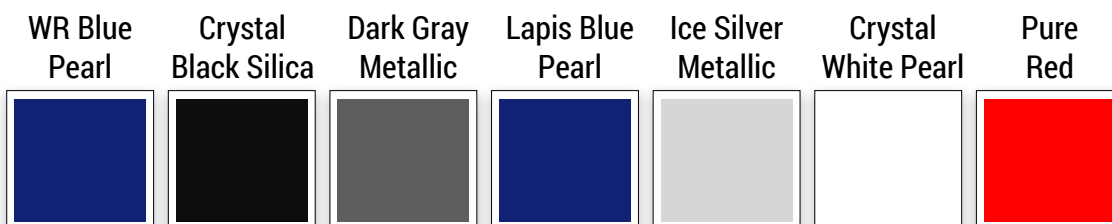
**Data Scope:** US light-duty vehicles 2001-current model year

## 2018 Subaru WRX AWD Premium Data Sample:

	WR Blue Pearl
Generic Color Name	Blue
Manufacturer Color Name	WR Blue Pearl
Code	BLU
Two Tone	N
Fabric Type	
Primary RGB Code	(2, 74, 208)
Secondary RGB Code	(0, 0, 0)



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## MSRP and invoice pricing for vehicles and all optional equipment.

- All manufacturer options covered including marketing packages, optional equipment, colors, engine, transmission.
- Destination fees and gas guzzler taxes are also captured for all vehicles.
- Pricing is updated throughout the year to match current OEM pricing.

**File Format & Delivery:** API web service or delimited file with daily updates via SFTP

**Data Scope:** US light-duty vehicles 2008-current model year

### 2017 Ferrari 488 GTB 2dr Coupe Data Sample: (1990-2010 categories)

Pricing	
MSRP	\$252,800
Invoice	\$0
Destination Charge	\$3750
Gas Guzzler Tax	\$0

