



Vehicle Inventory Feed Specification Document

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Overview

Dealer Specialties data feeds are the foundation of automotive content across the web. We offer near real-time distribution to over 500 internet partners, including all major portals, classified advertising sites, websites and more to ensure dealer inventory is displayed wherever potential customers are searching. Dealer Specialties has been a respected name in collecting and distributing vehicle data for over 25 years.

Delivery Format

Files will be hosted on our FTP server and can be sent either CSV or XML format. The feed is delivered in a zipped folder named with the current date (ie. "YYMMDD.zip") and contains three files:

1. LOTDATA - contains dealership information (location, hours, contact, etc)
2. VEHICLES - contains the vehicle inventory of all the dealers included in the feed
3. LINKS (where applicable) - contains Photo and Video URLs

Schedule

We send a full daily feed every night at 12:00 AM EST and updates every three hours thereafter beginning at 9AM and ending at 9PM.

You have the option to choose between a full inventory file or a delta (only additions/deletions) file for each update window.

Feed Sample

You can access a feed sample by following:

server: feeds12.vehicledata.com

username: FeedSample

password: redacted, please request password via feeds@drivedominion.com

If you have trouble connecting, please consult [this page](#) for troubleshooting instructions.

Feed File Specification

LINKS File

contains Photo and Video URLs

Data Element	Description	Format	Example
DealerID	DealerID	Unique ID assigned by Dealer Specialties	7700
VIN	VIN	VarChar	1N6AA1E52JN527678
Vevo	[NOT IN USE]	VarChar	[WILL BE SENT BLANK]
AltVideo	Link to Additional Media (if available)	VarChar	
PhotoUrls	Vehicle Photo URLs (Pipe-Separated)	VarChar	https://cdn.getauto.com/photos/0/7700/1c/1N6AA1E52JN527678-1c.jpg https://cdn.getauto.com/photos/0/7700/2c/1N6AA1E52JN527678-2c.jpg https://cdn.getauto.com/photos/0/7700/3c/1N6AA1E52JN527678-3c.jpg https://cdn.getauto.com/photos/0/7700/4c/1N6AA1E52JN527678-4c.jpg https://cdn.getauto.com/photos/0/7700/5c/1N6AA1E52JN527678-5c.jpg ...
WindowSticker	[NOT IN USE]	VarChar	[WILL BE SENT BLANK]
BuyersGuide	[NOT IN USE]	VarChar	[WILL BE SENT BLANK]
AuctionLink	[NOT IN USE]	VarChar	[WILL BE SENT BLANK]

VehicleHistoryReport	[NOT IN USE]	VarChar	[WILL BE SENT BLANK]
Reserved1	Reserved 1	VarChar	
Reserved2	Reserved 2	VarChar	
Reserved3	Reserved 3	VarChar	
Reserved4	Reserved 4	VarChar	
Reserved5	Reserved 5	VarChar	
Reserved6	Reserved 6	VarChar	

LOTDATA File

contains dealership information (location, hours, contact, etc)

Data Element	Description	Format	Example
DealerID	DealerID	Unique ID assigned by Dealer Specialties	7700
AltID	Dealer Alternate ID (if needed)	VarChar	
DealerName	Dealer Name	VarChar	Dominion Motors
Address1	Address	VarChar	60 Overbrook Dr
Address2	Address	VarChar	Suite 100
City	City	VarChar	Monroe
State	State	VarChar	OH
Zip	Zip Code	VarChar	45050
Phone	Phone Number	VarChar	(800)225-9754
Fax	Fax Number	VarChar	(507)625-3878
Email	Dealer Email	VarChar	feeds@dominionmotors.com
DealerContact	Dealer Contact	VarChar	Dominion Motors
DealerComments	Global Dealer Freehand Comments (optional - may be displayed on all vehicles - New, Used, and Certified)	VarChar	INTERNET SALE PRICE has been reduced for quick sale! We have over 200 Pre-Owned vehicles to choose from. Prices good only through the Internet

			Department. must ad tax, doc, title, blue steel advantage
DealerWebsite	Dealer Website URL	VarChar	www.dominionmotors.com
DealerBrand	Dealer Brands Represented (Pipe-Separated)	VarChar	Chrysler Jeep Dodge Ram
DealerVideo	[NOT IN USE]	VarChar	[WILL BE SENT BLANK]
DealerAltVideo	[NOT IN USE]	VarChar	[WILL BE SENT BLANK]
DealerAmenities	[NOT IN USE]	VarChar	[WILL BE SENT BLANK]
ShowRoomHours	Showroom Department Hours	VarChar	Monday: 8:30AM - 8:00PM Tuesday: 8:30AM - 8:00PM Wednesday: 8:30AM - 8:00PM Thursday: 8:30AM - 8:00PM Friday: 9:00AM - 6:00PM Saturday: 8:30AM - 5:00PM
ServiceHours	Service Department Hours (Pipe-Separated)	VarChar	Monday: 8:00AM - 5:00PM Tuesday: 8:00AM - 5:00PM Wednesday: 8:00AM - 5:00PM Thursday: 8:00AM - 5:00PM Friday: 8:00AM - 5:00PM Saturday: 9:00AM - 6:00PM
PartsHours	Parts Department Hours (Pipe-Separated) e.g. Monday: 8AM - 9PM	VarChar	Monday: 8:00AM - 5:00PM Tuesday: 8:00AM - 5:00PM Wednesday: 8:00AM - 5:00PM Thursday: 8:00AM - 5:00PM Friday: 8:00AM - 5:00PM Saturday: 9:00AM - 6:00PM
AdminHours	Administrative Office Hours (Pipe-Separated)	VarChar	Monday: 8:30AM - 8:00PM Tuesday: 8:30AM - 8:00PM Wednesday: 8:30AM - 8:00PM Thursday: 8:30AM - 8:00PM Friday: 8:30AM - 6:00PM Saturday: 8:30AM - 5:00PM
Reserved1	Reserved 1	VarChar	
Reserved2	Reserved 2	VarChar	
Reserved3	Reserved 3	VarChar	
Reserved4	Reserved 4	VarChar	
Reserved5	Reserved 5	VarChar	
Reserved6	Reserved 6	VarChar	

VEHICLES File

contains the vehicle inventory of all the dealers included in the feed

Data Element	Description	Format	Example
DealerID	DealerID	Unique ID assigned by Dealer Specialties	7700
VIN	VIN	VarChar	1N6AA1E52JN527678
StockNumber	Dealer Stock Number	VarChar	2718
Status	Active = A, Sold = D	VarChar	A
VehicleType	New = 0, Used = 1, Certified = 2	Int	0
Year	Model Year of Vehicle	Int	2018
Make	Manufacturer of Vehicle	VarChar	Nissan
Model	Model of Vehicle	VarChar	Titan
Trim	Trim	VarChar	SV
Body	Sedan, SUV, Pickup Truck	VarChar	4x4 SV 4dr Crew Cab
VehicleClass	Vehicle Class	VarChar	Passenger
VehicleCategory	Vehicle Category	VarChar	Retail
Mileage	Mileage	Int	226
Transmission	Transmission	VarChar	Automatic
EngineDisplacement	Engine Volume	VarChar	5.6
EngineSize	Engine	VarChar	8 Cylinder
Induction	Induction	VarChar	Fuel Injected
DriveTrain	FWD, 4WD, AWD	VarChar	4WD
FuelType	Vehicle Fuel Type	VarChar	Gasoline
FuelEconomyCity	Fuel Economy City	Decimal	15
FuelEconomyHighway	Fuel Economy Highway	Decimal	21

FuelEconomyCombined	Fuel Economy Combined	Decimal	0
Doors	Number of Vehicle Doors	Int	4
OEMColorCodeExterior	OEM Color Code Exterior	VarChar	G41
OEMColorCodeInterior	OEM Color Code Interior	VarChar	7B
OEMColorNameExterior	Descriptive External Color	VarChar	Magnetic Black
OEMColorNameInterior	Descriptive Internal Color	VarChar	
GenericColorExterior	Generic Exterior Color	VarChar	Black
GenericColorInterior	Generic Interior Color	VarChar	Black
InternetPrice	Internet Price	Int	43297
ComparisonPrice	Comparison Price	Int	54547
WholeSalePrice	Wholesale Price	Int	43297
MSRP	MSRP	Int	0
InternetSpecial	Yes/No flag (Y or N)	VarChar	N
OemModelCode	Specific Model Number/Manufacturer Code	VarChar	38218
HasWarranty	Yes/No flag (Y or N)	VarChar	Y
CertificationWarranty	Indicates system warranty type	Int	191
WarrantyMonth	Duration of warranty in time units	Int	0
WarrantyMiles	Duration of warranty in miles	Int	0
CertificationNumber	Certified warranty number	VarChar	GM certified
ServiceContract	Yes/No flag (Y or N)	VarChar	N
InServiceDate	Date vehicle was put in to service	DateTime	1/1/1900 0:00
CertificationDate	Date certified warranty was issued	DateTime	1/1/1900 0:00
DateManufactured	Date Vehicle Manufactured	DateTime	8/1/2017 0:00
DateCreated	Date vehicle entered our system	DateTime	8/25/2018 10:36
DateUpdated	Date vehicle was updated in our system	DateTime	2/15/2019 0:07
DateRemoved	Date vehicle was removed from our system	DateTime	1/1/1900 0:00
DatePhotosUpdated	Date Photos Added/Modified	DateTime	12/17/2018 15:41

Photos	Number of Photos Available	Int	24
SuperSizePhotos	Number of SuperSize Photos Available	Int	24
AddendumDetails	Addendum Info	VarChar	
DepartmentComments	Department Specified Comments (specific to New or Used or Certified vehicles)	VarChar	For over 80 years at Bald Hill Dodge Chrysler Jeep RAM , we have been providing New Englanders the best prices,best selection,and the best service on new and pre-owned vehicles. Call, email or stop by today to get your best deal!
VehicleComments	Dealer Specified Marketing Comments	Varchar	* 8 Cylinder engine * * 2018 ** Nissan ** Titan ** SV * This 2018 Nissan Titan SV is complete with top-features such as the push button start, backup camera, Bluetooth, braking assist, hill start assist, stability control, traction control, a MP3 player, anti-lock brakes, and dual airbags. It has a 8 Cylinder engine. Flaunting a stunning black exterior and a black interior, this car is a sight to see from the inside out...
Options	Literal Text Options, Including Custom Options (Pipe-Separated)	Varchar	Rear View Monitor In Dash Air Conditioning - Front - Single Zone Phone Voice Activated Rear View Camera Electronic Messaging Assistance With Read Function Electronic Messaging Assistance With Voice Recognition Audio - SiriusXM Satellite Radio NissanConnect - Satellite Communications Security Anti-Theft Alarm System Driver Information System Multi-Function Display...
PurchasePayment	Monthly Payment Amount	Decimal	0
PurchaseDownPayment	Down Payment	Decimal	0
PurchaseTerm	Duration in Months	Int	0

PurchaseDisclosure	Rules and Restrictions Covering the Vehicle Purchase (Reg. Z - Truth in Lending)	VarChar	Payment based on individual credit
PurchaseRate	Interest Rate for Purchase	Decimal	0
LeasePayment	Monthly Lease Payment	Decimal	0
LeaseDownPayment	Down Payment	Decimal	0
LeaseTerm	Lease Duration in Months	Int	0
LeaseDisclosure	Rules and Restrictions Covering the Lease (Reg. M - Truth in Lending)	VarChar	
LeaseRate	Interest Rate for Lease	Decimal	0
LeaseResidual	Future Value of Vehicle in \$	Decimal	0
Invoice	Invoice Price	Int	0
ACV	ACV Price	Int	0
Special	Special Price	Int	0
Discount	Discount Price	Int	0
OptionCodes	OptionCodes	Varchar	27T EDE DF5 PXJ APA YEP NAA ADE YGS 4EX 5N6 E42 M42 *A7 -X9
PackageCodes	PackageCode	Varchar	400A

Support

Email: support@drivedominion.com

Phone: 1-800-647-8425