

Dealer Car Search Export Feed Specifications

First, all inventory feeds to and from Dealer Car Search must be requested by the dealership directly with us. Dealership feed requests can be submitted to DataExports@dealercarsearch.com or by phone at 888-263-7201 ext 757. Email requests must include the dealership name, address, phone number, and the full name and job title of the authorizing person at the dealership. Once the feed has been requested by the dealership, we will contact your service to work out details for the data feed.

We generally send feeds using a flat-file (.txt, .csv) format. Feeds are delivered via FTP transfer. Images are sent in the form of image URLs which can be resolved by the feed recipient. We most commonly send feeds in the form of a quote-qualified .csv file. Other format options include pipe delimited, tab delimited, or semicolon delimited. Image URLs and vehicle options are in single columns and are sub-delimited by either comma, pipe, tab, semicolon, or space characters – your preference on which. When sending inventories for multiple dealerships we include all inventories in a single file denoted by unique dealer id (ours or yours – your choice). XML is available upon request and we will need to know the Root Element and Vehicle Element tags that your service requires.

We have a large number of fields available for export feeds depending on the needs of your service. The sample files you will receive reflect only our default field selection. Descriptions of all fields follows starting with the default field selection. Available options values reflect default selections available to DCS customers, however values are not limited to those selections.

Field Descriptions:

1. **Dealer ID / Third Party ID** (Varchar) – The unique identifier for each dealership in the export.
2. **VIN** (Varchar) – The VIN code for the specific vehicle. VINs being entered into Dealer Car Search are subject to check-sum verification and a decode process. However, classic vehicles and non-passenger vehicles can be entered into our system directly so those non-standard values may be in any export feed.
3. **Make** (Varchar) – The official vehicle manufacturer.
4. **Model** (Varchar) – The official vehicle model name.
5. **Trim** (Varchar) – The trim level of the vehicle. While this will be a decoded value for most vehicles, we do allow our dealerships to enter custom trim levels when necessary.
6. **Drive Type** (Varchar) – The drive train type of the vehicle. Available options are:
 - 2WD
 - 4WD
 - AWD
 - FWD
 - RWD

7. **Transmission** (Varchar) – The transmission type of the vehicle. Available options are:
 - 4 Speed
 - 5 Speed
 - 6 Speed
 - 7 Speed
 - 10 Speed
 - Automatic
 - Manual
8. **Year** (Int) – The model year of the vehicle.
9. **Stock Number** (Varchar) – The unique identifier for each vehicle. All vehicles in Dealer Car Search have both Stock Numbers and VINs. Stock Numbers in DCS have a 20 character limit.
10. **Interior Type** (Varchar) – The interior material of each vehicle. Available options are:
 - Cloth
 - Leather
 - Leather Trim
 - Leatherette
 - Vinyl
11. **Interior Color** (Varchar) – The interior color of the vehicle.
12. **Exterior Color** (Varchar) – The exterior color of the vehicle.
13. **Cylinders** (Int) – The cylinder count of the vehicle.
14. **Cost** (Currency) – The dealership's cost for the vehicle.
15. **Wholesale** (Currency) – The price the dealership is willing to sell the vehicle for in a wholesale situation.
16. **Retail** (Currency) – The price the dealership is willing to sell the vehicle for in a retail situation.
17. **Mileage** (Int) – The odometer reading of the vehicle.
18. **Purchase Date** (Date time) – The date the vehicle first entered dealership's DCS inventory.
19. **Video URL** (Varchar) – The URL for any YouTube video DCS has on file for the vehicle.
20. **Options** (Varchar) – The vehicle options list. Image URLs and vehicle options are in single columns and are sub-delimited by either comma, pipe, tab, semicolon, or space characters.
21. **Images** (Varchar) – The image URL list for the vehicle. DCS allows up to 60 images per vehicle. Image URLs and vehicle options are in single columns and are sub-delimited by either comma, pipe, tab, semicolon, or space characters.
22. **Last Modified Date** (Date time) – The date the vehicle record was last updated in our system.
23. **Body Type** (Varchar) – The body type of the vehicle. There are over 100+ vehicle types in our system for various specialty vehicles. However, most vehicles in our system fall into our nine basic types. These types are:

- Convertible
- Coupe
- Hatchback
- Sedan
- SUV
- Truck
- Van-Minivan
- Wagon
- Motorcycle

24. Engine (Varchar) – The engine description for the vehicle.

25. MPG City (Int) – Estimated city MPG for the vehicle.

26. MPG Highway (Int) – Estimated highway MPG for the vehicle.

27. New / Used (Varchar/Boolean) – The “new” or “used” status of the vehicle. All vehicles in DCS are either “new” or “used.” Therefore a certified pre owned vehicle In DCS would be “used” with a certified pre owned value of “true.”

28. MSRP (Currency) – The manufacturer’s suggested retail price for the vehicle.

29. Image Last Modified Date (Date time) – The date changes were last made to a vehicle’s images.

30. Comments And Default Sellers Notes (Varchar) – The plain text vehicle description a dealership has entered for the specific vehicle plus any text they wish to appear in all vehicle descriptions.

31. Certified Pre Owned (Varchar/Boolean) – A true/false value to distinguish certified pre owned inventory. A certified pre owned vehicle in DCS would be “used” with a certified pre owned value of “true.”

Additionally available fields

The following fields are available in an export feed upon request, but not part of our standard feed format. Contact us directly at 888-263-7201 ext 757 or DataExports@dealercarsearch.com for more information about these fields.

1. **Address1**
2. **Address2**
3. **Buy Here Pay Here**
4. **City**
5. **Comments**
6. **Complete Dealer Address**

- 7. Dealer Name**
- 8. Dealer Website**
- 9. DealerID and VIN**
- 10. Default Sellers Notes**
- 11. Down Payment**
- 12. Fax**
- 13. Interior Color and Type**
- 14. Internet Price**
- 15. Inventory ID**
- 16. Latitude**
- 17. Longitude**
- 18. Payment**
- 19. Payment Type**
- 20. Phone**
- 21. Primary Contact Email**
- 22. Primary Contact Name**
- 23. Principal Email**
- 24. Principal Name**
- 25. Short Comments**
- 26. Special**
- 27. Specials Filter**
- 28. Title Status**
- 29. Total Cost**
- 30. Trim (12)**
- 31. Vehicle Link**
- 32. Warranty Description**
- 33. Warranty Type**
- 34. Year Make Model Trim**
- 35. Zip**