

1200 MacArthur Boulevard
Mahwah, NJ 07430
201.307.1000
motorintelligence.com



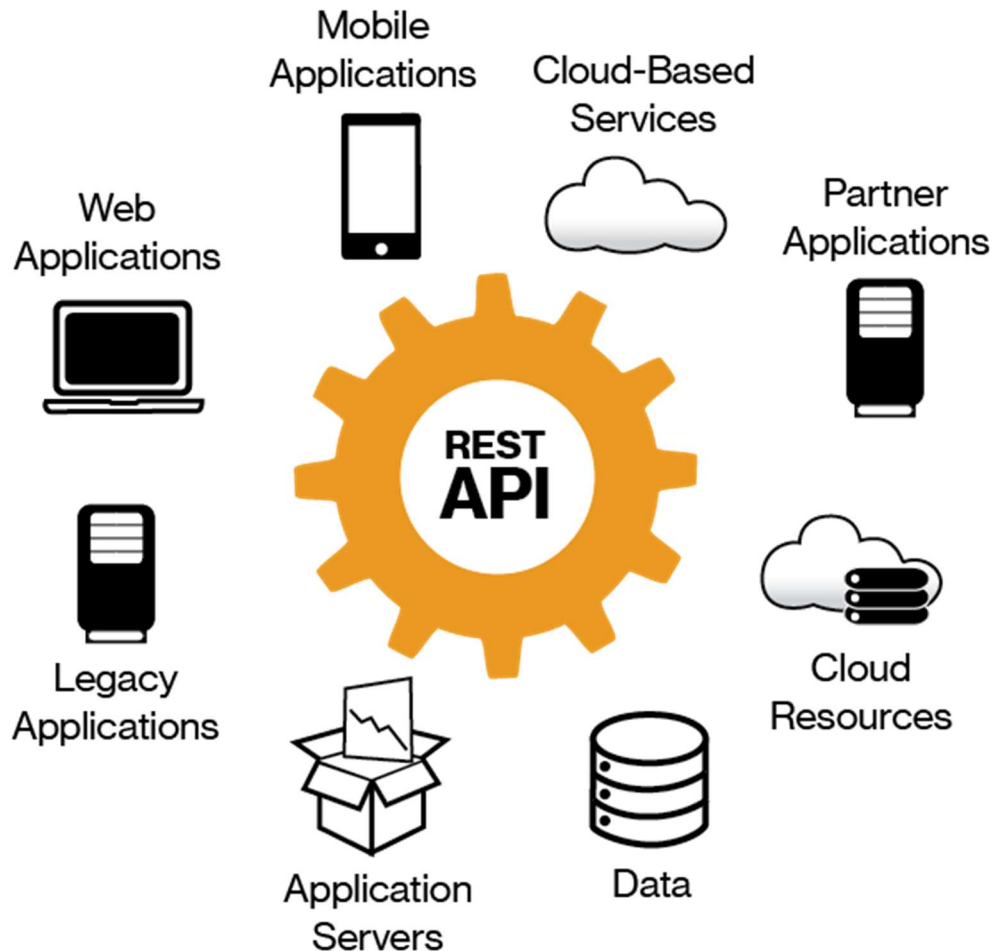
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The Motor Intelligence API

The Motor Intelligence System (MIS) can be accessed via HTTP queries for direct integration with your business intelligence systems and dashboards.

Please refer to your contract or email info@motorintelligence.com for any restrictions such as datasets, number of historical months or monthly caps for direct API queries. If you require an MI API access key, please email info@motorintelligence.com.

Communication to and from the Motor Intelligence API is done through HTTP GET or POST requests. The MI API currently supports JSON and CSV data response formats.



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Request Parameters:

Data recovery is done via very simple GET or POST requests to motorintelligence.com/api/.

This means you can specify all the information and options directly into the url and easily test using your browser without writing any code. For seamless filtering, all query filters available in the browser-based query are available to API users.

To access the query, you must use your API Key along with any filters in each request.

For your reference, examples of querying each of the datasets and their required/optional/default values are included in this document.

HTTP Error 403.0 – Forbidden Access:

Any request with invalid credentials (Access ID or Data Set) will receive an HTTP 403.0 Forbidden error. All other errors will return an error string noting the invalid parameter.

Access Suspensions:

Your query permissions mimic those in your MIS account. Your account may be suspended if Motor Intelligence suspects account abuse (abnormally frequent queries, requests from multiple different domains, etc...). You will receive a 403.0 Forbidden response when your account is suspended.



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Sales, Cost & Inventory

Example: Most Recent Month of Sales, Cost & Inventory

[http://motorintelligence.com/api/?Key=\[YOUR_API_KEY\]&QueryType=SalesCostInventory&MapName=\[CUSTOM_MAP_NAME\]&DataSet=New Sales,Program Cost,Inventory](http://motorintelligence.com/api/?Key=[YOUR_API_KEY]&QueryType=SalesCostInventory&MapName=[CUSTOM_MAP_NAME]&DataSet=New Sales,Program Cost,Inventory)

Valid HTTP parameters include:

Parameter	Valid Values	Required	Default
Key	Your API ACCESS KEY	Required	
QueryType	SalesCostInventory	Required	
DataSet	Comma separated list of one or more datasets: 1. New Sales 2. Market Share 3. Daily Average 4. CPO Sales 5. Inventory 6. Days Supply 7. Program Cost 8. Program Cost Detail	Required	
MapName	Custom map name (used in your online query)	Required	
Type	Desired output format: 1. CSV 2. JSON	Optional	CSV
StartDate*	Start date	Optional	First day of last available month
EndDate*	End date	Optional	Last day of last available month
Class	Comma separated list of class: 1. Car 2. Truck	Optional	Empty = Both Car & Truck
Segment	One or more comma separated segments	Optional	Empty = All Segments
BrandModel	One or more comma separated brand or model names	Optional	Empty = All Brands & Models
DatePivot	One or more comma separated model names: 1. None* 2. Month 3. Quarter 4. Year * When querying the Market Share & Program Cost Detail datasets, Date Pivot must be 'None'.	Optional	None

*The StartDate and EndDate may automatically adjust based on your permissions or the last available month in MIS if you exceed it. Check the StartDate & EndDate in HTTP Response Header to see if they were adjusted.

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SAAR

Example: Most Recent Month of SAAR

[http://motorintelligence.com/api/?Key=\[YOUR_API_KEY\]&QueryType=SAAR](http://motorintelligence.com/api/?Key=[YOUR_API_KEY]&QueryType=SAAR)

Valid HTTP parameters include:

Parameter	Valid Values	Required	Default
Key	Your API ACCESS KEY	Required	
QueryType	SAAR	Required	
Type	Desired output format: 1. CSV 2. JSON	Optional	CSV
StartDate*	Start date	Optional	First day of last available month
EndDate*	End date	Optional	Last day of last available month

**The StartDate and EndDate may automatically adjust based on your permissions or the last available month in MIS if you exceed it. Check the StartDate & EndDate in HTTP Response Header to see if they were adjusted.*



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Programs

Example: Current Month of National Program Incentives

[http://motorintelligence.com/api/?Key=\[YOUR_API_KEY\]&QueryType=Incentives](http://motorintelligence.com/api/?Key=[YOUR_API_KEY]&QueryType=Incentives)

Valid HTTP parameters include:

Parameter	Valid Values	Required	Default
Key	Your API ACCESS KEY	Required	
QueryType	Incentives	Required	
MapName	Custom map name (used in your online query)	Required	
Type	Desired output format: 1. CSV 2. JSON	Optional	CSV
StartDate*	Start date	Optional	First day of current month
EndDate*	End date	Optional	Last day of current month
VehicleType	Comma separated list of class: 1. New 2. PreOwned	Optional	New
Regional	One or more comma separated manufacturer regions	Optional	Empty = All Regions
BrandModel	One or more comma separated brand or model names	Optional	Empty = All Brands & Models

**The StartDate and EndDate may automatically adjust based on your permissions or if you query more than 1 month. Check the StartDate & EndDate in HTTP Response Header to see if they were adjusted.*



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APR

Example: Current Month of National APR Incentives

[http://motorintelligence.com/api/?Key=\[YOUR_API_KEY\]&QueryType=APR](http://motorintelligence.com/api/?Key=[YOUR_API_KEY]&QueryType=APR)

Valid HTTP parameters include:

Parameter	Valid Values	Required	Default
Key	Your API ACCESS KEY	Required	
QueryType	APR	Required	
MapName	Custom map name (used in your online query)	Required	
Type	Desired output format: 1. CSV 2. JSON	Optional	CSV
StartDate	Start date	Optional	First day of current month
EndDate	End date	Optional	Last day of current month
VehicleType	Comma separated list of class: 1. New 2. PreOwned	Optional	New
Regional	National or Regional: 1. False – National 2. True - Regional	Optional	False (National)
Region	One or more comma separated manufacturer regions	Optional	Empty = All Regions
BrandModel	One or more comma separated brand or model names	Optional	Empty = All Brands & Models

**The StartDate and EndDate may automatically adjust based on your permissions or if you query more than 1 month. Check the StartDate & EndDate in HTTP Response Header to see if they were adjusted.*

RESIDUALS / MONEY FACTORS

Example: Current Month of Residuals & Money Factors

<http://motorintelligence.com/api/?Key=b6f983d8-a667-4c74-b545-b0c4ae4eeb1e&QueryType=RMF>

Valid HTTP parameters include:

Parameter	Valid Values	Required	Default
Key	Your API ACCESS KEY	Required	
QueryType	RMF	Required	
MapName	Custom map name (used in your online query)	Required	
Type	Desired output format: 1. CSV 2. JSON	Optional	CSV
StartDate	Start date	Optional	First day of current month
EndDate	End date	Optional	Last day of current month
Region	One or more comma separated manufacturer regions	Optional	Empty = All Regions
BrandModel	One or more comma separated brand or model names	Optional	Empty = All Brands & Models

**The StartDate and EndDate may automatically adjust based on your permissions or if you query more than 1 month. Check the StartDate & EndDate in HTTP Response Header to see if they were adjusted.*

PRICE POINTS

Example: Current Month of Residuals & Money Factors

[http://motorintelligence.com/api/?Key=\[YOUR_API_KEY\]&QueryType=RMF](http://motorintelligence.com/api/?Key=[YOUR_API_KEY]&QueryType=RMF)

Valid HTTP parameters include:

Parameter	Valid Values	Required	Default
Key	Your API ACCESS KEY	Required	
QueryType	PricePoints	Required	
MapName	Custom map name (used in your online query)	Required	
Type	Desired output format: 1. CSV 2. JSON	Optional	CSV
StartDate	Start date	Optional	First day of current month
EndDate	End date	Optional	Last day of current month
Region	One or more comma separated manufacturer regions	Optional	Empty = All Regions
BrandModel	One or more comma separated brand or model names	Optional	Empty = All Brands & Models

**The StartDate and EndDate may automatically adjust based on your permissions or if you query more than 1 month. Check the StartDate & EndDate in HTTP Response Header to see if they were adjusted.*