



Data Feed Specifications

December 2009 - Rev 1.0

Methods of Adding/Updating Vehicle Data:

- **Inventory Data Providers or Sending Data From a Different Software Package:** WalkTheLot.com receives vehicle data via FTP (file transfer protocol) in the form of an ASCII delimited text file.

This documentation should provide all needed information to format an inventory file and photos for uploading to WalkTheLot.com.

If you were not provided FTP login credentials and/or a Dealer ID, contact the party who provided this specifications document to you or contact WalkTheLot.com support at support@walkthelot.com or 904/461.4151.
- **Manually Entering/Modifying Data:** Account holders and dealers may login to WalkTheLot.com and manually enter or modify their data and photos.
- **Uploading Via DeskLot Window Sticker Printing Software:** To upload vehicle data from DeskLot (www.DeskLot.com), the account holder should login to their WalkTheLot.com Administrative account, view the Edit Dealership Account screen for a dealer, and then follow the instructions within the section "Publish This Dealers Vehicles With DeskLot" to download and import a pre-configured export configuration for DeskLot.

Accepted File Formats:

WalkTheLot.com receives data feeds in your choice of one of two delimited text file formats:

- PSV (Pipe Separated Values)
- CSV (Comma Separated Values)

We prefer that you send your inventory data in the PSV format as this format is the most reliable.

We do not accept inventory data files in any other formats such as proprietary formats like Microsoft Excel (XLS). The file must be raw text such as you could view with Windows Notepad.

Each line in the text file contains data for one vehicle record. For example:

```
"1GNDU06E7TT112250","ABC123","1996","Chevrolet","Lumina Sport", etc...  
"2ZNOU13F4TX013341","ABC456","2000","Ford","F-150 Super-Cab", etc...  
...etc...
```

Column Headers:

Column headers MUST be in the first row and the column names must be our column names.

The columns may be in any order that you like.

You do not need to send all columns. You only need to send the columns that you are sending data for (other than the columns that are required).

A partial example of an acceptable file:

PSV Format (shown with ~ tilde as the equipment delimiter):

```
VIN|Year|Make|Model|Equipment  
1234567890123456|2009|BMW|325i|CD Player~Navigation System~Alloy Wheels
```

CSV Format (shown with | pipe as the equipment delimiter):

```
"VIN","Year","Make","Model","Equipment"  
"1234567890123456","2009","BMW","325i","CD Player|Navigation|Alloy Wheels"
```

We accept both:

- Individual dealer feeds (from dealers and also from data providers) where just one dealers inventory is in the file.
- Group feeds from data providers (not individual dealers) where one or more dealership's inventory is in the file.

For the latter, the data provider must contact us to have an FTP account created, to obtain the Dealer ID for each dealer in the group feed, and for us to advise them in regard to what file name to use.

The following columns are for group feeds from data providers only (where more than one dealer is in the feed). These columns should NOT be used for individual dealer feeds.

Column Name	Required	Data Type	Max Length	Requirements
DealerID	Yes	Numeric	N/A	A valid WalkTheLot.com Dealer ID.

The following fields are applicable to all feeds whether multi-dealer group feeds or feeds for individual dealers.

Column Name	Required	Data Type	Max Length	Requirements
VIN	Yes	Text	20 characters	
StockNumber	Yes	Text	50 characters	
NewUsed	No	Text	4 characters	Valid values are: New, Used, Cert, N, U or C. If nothing is specified,

Column Name	Required	Data Type	Max Length	Requirements
				Used is assumed.
Sold	No	Boolean	5 characters	Valid values are: True, False, Yes, No, 1, -1, or 0
Year	No	Text	4 characters	If 2 characters used, a 20 will be prefixed to the data.
Make	No	Text	50 characters	
Model	No	Text	50 characters	
Trim	No	Text	50 characters	
Engine	No	Text	255 characters	
Transmission	No	Text	255 characters	
Price	No	Numeric	N/A	Do not include any special characters such as \$, periods or commas. 0 is valid for none.
Lease	No	Boolean	N/A	This field tells the system that the price provided is a MONTHLY payment price. Valid values are: True, False, Yes, No, 1, -1 or 0.
AcceptableOffer	No	Numeric	N/A	This field is for Acceptable Offer Price. It is no longer used. Do not include any special characters such as \$, periods or commas. 0 is valid for none.
MSRP	No	Numeric	N/A	Do not include any special characters such as \$, periods or commas. 0 is valid for none.
NADA	No	Numeric	N/A	Do not include any special characters such as \$, periods or commas. 0 is valid for none.
KBB	No	Numeric	N/A	Do not include any special characters such as \$, periods or commas. 0 is valid for none.
Mileage	No	Numeric	N/A	Do not include any special characters such as \$, periods or commas.

Column Name	Required	Data Type	Max Length	Requirements
				0 is valid for none.
BodyStyle	No	Text	255 characters	
Exterior	No	Text	255 characters	
Interior	No	Text	255 characters	
Category	No	Text	50 characters	Such as Trucks, Cars, SUV, Compacts, etc.
MPGCity	No	Numeric	N/A	Numeric value only (or 0 or blank).
MPGHW	No	Numeric	N/A	Numeric value only (or 0 or blank).
Option	No	Text	Unlimited	If you would like to specify each piece of equipment for the vehicle in a separate column, use as many "Option" columns as you like, using one for each option. If you would like to place all options in one column, use the "Equipment" field.
Equipment	No	Text	Unlimited	If you use the "Equipment" column (rather than "Option" columns) for the vehicles equipment, include all of the equipment for the vehicle in this one column. The equipment items should be delimited with one of the following characters: <ul style="list-style-type: none"> • ^ (Carrot) • ~ (Tilde) • (Pipe) (You may only use if you are NOT sending a Pipe delimited (PSV) file) • <cr> • <lf> • <crlf>

Column Name	Required	Data Type	Max Length	Requirements
				<p>CSV File Examples:</p> <p>"BMW","Air Bags~CD Player~Alloy Wheels","325i"</p> <p>...or...</p> <p>"BMW","Air Bags^CD Player^Alloy Wheels","325i"</p> <p>...or...</p> <p>"BMW","Air Bags CD Player Alloy Wheels","325i"</p> <p>PSV File Examples:</p> <p>BMW Air Bags~CD Player~Alloy Wheels 325i</p> <p>...or...</p> <p>BMW Air Bags^CD Player^Alloy Wheels 325i</p>
StickerText	No	Text	Unlimited	This is used for promotional text such as "One Owner, Low Mileage" or "You must see this vehicles... super clean!".
Comments	No	Text	Unlimited	Both the "StickerText" and "Comments" columns are the same and go to the same column. The additional column named "Comments" is only provided for clarity. Use whichever column name you like.
ConsumerInfo	No	Text	Unlimited	Used for Consumer Info data such as J.D. Power info, etc.

Column Name	Required	Data Type	Max Length	Requirements
AuctionItemNumber	No	Text	255 characters	
Special1	No	Boolean	N/A	Valid values are: True, False, Yes, No, 1, -1, or 0
Special2	No	Boolean	N/A	Valid values are: True, False, Yes, No, 1, -1, or 0
Special3	No	Boolean	N/A	Valid values are: True, False, Yes, No, 1, -1, or 0
VideoURL	No	Text	255 characters	Example: http://videos.someserver.com/12345.wmv
VideoCode	No	Text	Unlimited	The complete HTML code needed to display a video (no Java).
Photo1 through Photo50	No	Text	Unlimited	See Photos section.
Photo1URL through Photo50URL	No	Text	Unlimited	See Photos section.
PhotoURLs	No	Text	Unlimited	See Photos section.

Note: For fields with a maximum length, any characters beyond that length will be truncated.

Option/Equipment Notes:

For vehicle equipment/accessories, you may send the data in one of two ways.

Method 1:

You may use the **"Option"** column to send each individual option in a column all by itself. However, each column is to be named "Option". You may export an unlimited number of "Options". Example:

VIN|Year|Option|Option|Option|Optionetc...

2009|1GNDU06E7TT112250|Air Bags|Leather Seats|CD Player|Allow Wheels|...

..or...

"VIN","Year","Option","Option","Option"...etc...

"2009","1GNDU06E7TT112250","Air Bags","Leather Seats","CD Player"...etc...

Method 2:

You may send ALL vehicle equipment in ONE column named "Equipment". Each item should be delimited by your choice of the following characters.

- ~
- ^

- <cr>
- <lf>
- <crlf>
- | (you may only use Pipe | as an equipment delimiter if you are NOT sending a PSV (Pipe Separated Values) file.

Examples:

```
"VIN","StockNumber","Equipment"
"1GNDU06E7TT112250","ABC123","Power steering^Power brakes^Power..."
```

```
"VIN","StockNumber","Equipment"
"1GNDU06E7TT112250","ABC123","Power steering~Power brakes~Power..."
```

```
"VIN","StockNumber","Year","Make","Model","Equipment"
```

```
"VIN","StockNumber","Equipment"
"1GNDU06E7TT112250","ABC123","Power steering|Power brakes|Power..."
```

```
VIN|StockNumber|Equipment"
1GNDU06E7TT112250|ABC123|Power steering^Power brakes^Power..."
```

Handling Carriage Returns:

If any of your vehicle data contains carriage returns, they need to be replaced with your choice of one of the following characters:

- ~
- ^
- <cr>
- <lf>
- <crlf>
- | (you may only use Pipe | of you are NOT sending a PSV (Pipe Separated Value) file.

For Example:

- This is one line.~This is another.
- This is one line.^This is another.
- This is one line.<cr>This is another.

Sending Photos:

We support up to 50 photos per vehicle. You may either send the actual image files or if your images abide on a web server, you may send photo URLs.

The maximum file size for each photo is 256kb. Photos larger in file size will be truncated resulting in only part of the image being rendered.

Send the actual image files:

When sending the actual image files:

1. You do NOT HAVE to send the Photo columns (such as Photo1, Photo2, etc). It is alright if you do, the import engine will simply ignore the columns as the import engine merely looks for the proper named JPG images within the ZIP file.
2. Your photos AND inventory file must be included in a ZIP file (the same single zip file) with the same file name as the inventory file (with the exception of the file extension of course).

For example, if your inventory file is 1000.psv, 1000.txt or 1000.csv, then your ZIP file name would be 1000.zip.

3. The images must be named VIN-PhotoNumber.jpg. For example, for a vehicle with a VIN of 1234567890123456, photo 1 would be named 1234567890123456-1.jpg, photo 2 would be named 1234567890123456-2.jpg, and so on.

Individual Photo URL Columns (Photo1URL through Photo50URL):

If you do not wish to send the actual images along with your inventory file, and wish to provide URLs to each photo within a separate column for each URL, you may use the Photo1URL through Photo50URL columns in your inventory file. We will then download the images from your web server.

Each photo URL is contained in a separate column within the file and must contain a complete URL to the image. For example: <http://www.yourwebserver.com/somefolder/ABC123.jpg>.

Pipe Separated File Example:

```
VIN|MakelModell|Photo1URL|Photo2URL|etc...  
1234567890123456|BMW|325i|http://www.someserver.com/Image1.jpg|  
http://www.someserver.com/Image2.jpg|etc...
```

Combined Photo URL Column (PhotoURLs):

If you do not wish to send the actual images along with your inventory file, and wish to provide URLs to each photo within ONE column, you may use the PhotoURLs column in your inventory file. We will then download the images from your web server.

All photo URLs are contained in one column within the file, and the photos are delimited by a comma (,) and must contain a complete URL to the image. For example:
<http://www.yourwebserver.com/somefolder/ABC123.jpg>.

Pipe Separated File Example:

```
VIN|MakelModell|PhotoURLs|Price  
1234567890123456|BMW|325i|  
http://www.someserver.com/Image1.jpg,http://www.someserver.com/Image2.jpg,http://www.someserver.com/Image3.jpg,http://www.someserver.com/Image4.jpg|28995
```

Photo URL Date/Time Stamped URLs:

If your system is able, we STRONGLY encourage you to use date/time stamp parameters with your photo URLs. This saves resources and bandwidth on our servers as well as yours.

You may use this method with both the Photo1URL through Photo50URL columns as well as with the PhotoURLs column.

Basically, you send us the same URL for a particular vehicle and photo number each time UNLESS the vehicle photo has changed on your end.

Some data providers use the date/time the photo was modified. Others use some type of serial number. You can pass these values with your URLs via any parameters (what is after the ? sign in a URL) you choose.

Let's say for example that the first time you send the photo URLs for a vehicle, the photo 1 URL is as follows:

<http://www.someserver.com/somefolder/Image1.jpg?DT=200909011500> or
<http://www.someserver.com/somefolder/Image1.jpg?SerialNumber=10000>

Then let's say the next time you send the vehicle data, the image has not changed on your end so you send the same exact URLs. In this case, we don't bother to download the image because it is the same URL.

Now let's say on the third send, the photo actually did change on your end, so your system sends a URL with different parameter values such as:

<http://www.someserver.com/somefolder/Image1.jpg?DT=200910151830> or
<http://www.someserver.com/somefolder/Image1.jpg?SerialNumber=10001>

... then our system would re-download the image because the URL is different.

This allows us to post vehicles and vehicle photos much quicker because we are not re-downloading the same tens of thousands of images for no reason. It saves processing resources on your end and ours, and saves tons of bandwidth.

Inventory File Naming Conventions:

For individual dealers and/or data providers where only one dealer is in an inventory file:

The inventory file name must be named either DealerID.txt, DealerID.psv, or DealerID.csv.

Important Note: If the Dealer ID you were provided includes a leading "D" in the Dealer ID such as "D1000", DO NOT include a leading "D" in the file name such as D1000.txt. Only include the numeric portion of the Dealer ID such as 1000.txt.

File naming example: If the dealers id is 1000 and you are sending a comma separated inventory file, the file name would be 1000.txt or 1000.csv. If you are sending a pipe separated inventory file, the file name would be 1000.psv

If you are sending actual photos along with the inventory file (as opposed to photo URLs) then the photos and the inventory file must be contained in a ZIP file named DealerID.zip. For example: 1000.zip. If you are not sending actual photo files along with your inventory file, you may still ZIP the inventory into the ZIP file if you like.

For data providers who will be sending more than one dealer in an inventory file:

You must use the "DealerID" column and provide a valid WalkTheLot.com Dealer ID for each

vehicle in the inventory file. In the event that the Dealer ID provided you has a leading "D", such as D1000, do not include the leading "D". Simply enter the numeric portion only such as 1000.

Data providers needs to contact us to have an FTP account provisioned for them on our servers. We will then supply them with FTP login parameters and let them know which file name(s) they should send.

For example, let's say we provide the data provider an FTP login of "SomeDataProvider". They would then name their inventory file either SomeDataProvider.txt, SomeDataProvider.psv or SomeDataProvider.csv.

If they are sending actual photos along with the inventory file (as opposed to photo URLs) then the photos and the inventory file must be contained in a ZIP file named SomeDataProvider.zip. If they are not sending actual photos (but rather using the Photo URL columns), they may still include the inventory file within a ZIP file of the same name (of course the extension would be .ZIP) if you like.

Additional Assistance:

Should you need further assistance you may contact us at support@walkthelot.com or via phone at 904/461.4151.

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