

1200 MacArthur Boulevard  
Mahwah, NJ 07430  
201.307.1000  
motorintelligence.com



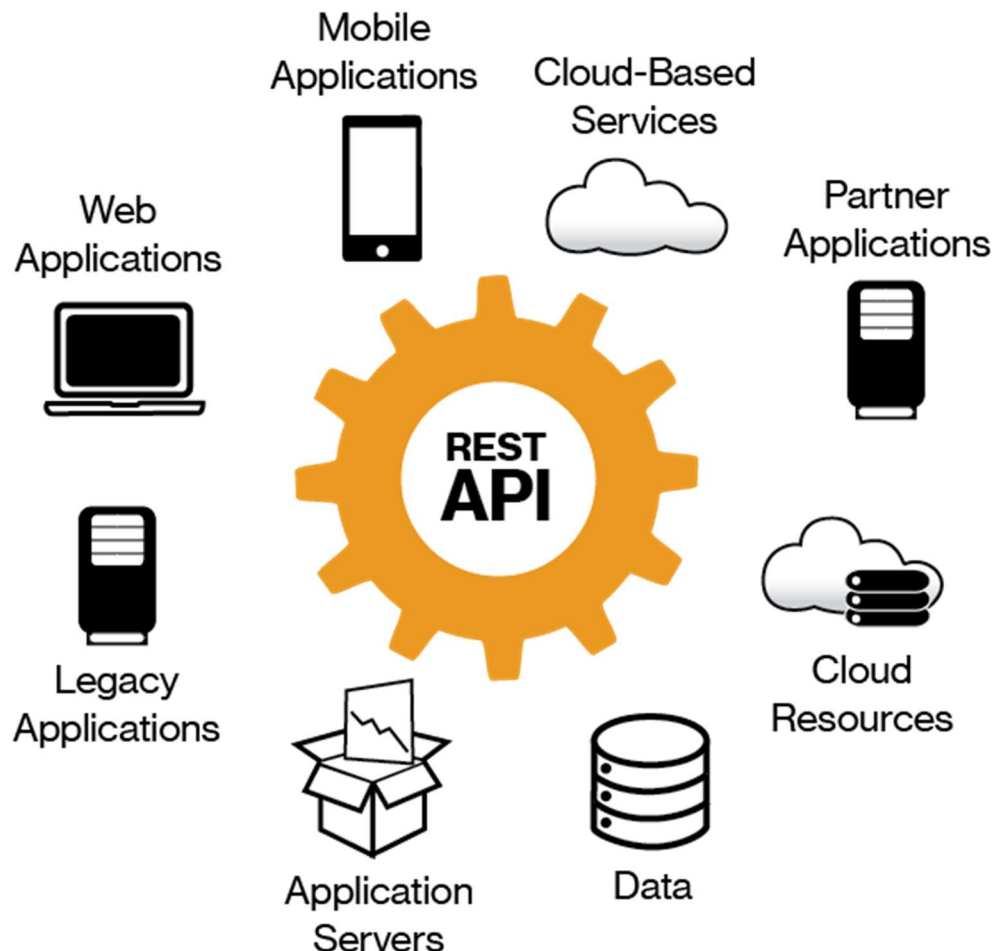
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## The Motor Intelligence API

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](mailto: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](mailto: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/](http://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.



## 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
<b>Key</b>	Your API ACCESS KEY	Required	
<b>QueryType</b>	SalesCostInventory	Required	
<b>DataSet</b>	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. Production* 8. Program Cost 9. Program Cost Detail * For Production, MapName = [Motor Intelligence - Series]	Required	
<b>MapName</b>	Custom map name (used in your online query)	Required	
<b>Type</b>	Desired output format: 1. CSV 2. JSON	Optional	CSV
<b>StartDate*</b>	Start date	Optional	First day of last month
<b>EndDate*</b>	End date	Optional	Last day of last month
<b>Class</b>	Comma separated list of class: 1. Car 2. Truck	Optional	Empty = Both Car & Truck
<b>Segment</b>	One or more comma separated segments	Optional	Empty = All Segments
<b>BrandModel</b>	One or more comma separated brand or model names	Optional	Empty = All Brands & Models
<b>DatePivot</b>	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
<b>Key</b>	Your API ACCESS KEY	Required	
<b>QueryType</b>	SAAR	Required	
<b>Type</b>	Desired output format: 1. CSV 2. JSON	Optional	CSV
<b>StartDate*</b>	Start date	Optional	First day of last available month
<b>EndDate*</b>	End date	Optional	Last day of last available month

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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
<b>Key</b>	Your API ACCESS KEY	Required	
<b>QueryType</b>	Incentives	Required	
<b>Type</b>	Desired output format: 1. CSV 2. JSON	Optional	CSV
<b>StartDate*</b>	Start date	Optional	First day of current month
<b>EndDate*</b>	End date	Optional	Last day of current month
<b>VehicleType</b>	Comma separated list of class: 1. New 2. PreOwned	Optional	New
<b>BrandModel</b>	One or more comma separated brand or model names	Optional	Empty = All Brands & Models

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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
<b>Key</b>	Your API ACCESS KEY	Required	
<b>QueryType</b>	APR	Required	
<b>Type</b>	Desired output format: 1. CSV 2. JSON	Optional	CSV
<b>StartDate</b>	Start date	Optional	First day of current month
<b>EndDate</b>	End date	Optional	Last day of current month
<b>VehicleType</b>	Comma separated list of class: 1. New 2. PreOwned	Optional	New
<b>Regional</b>	National or Regional: 1. False – National 2. True - Regional	Optional	False (National)
<b>Region</b>	One or more comma separated manufacturer regions	Optional	Empty = All Regions
<b>BrandModel</b>	One or more comma separated brand or model names	Optional	Empty = All Brands & Models

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## 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
<b>Key</b>	Your API ACCESS KEY	Required	
<b>QueryType</b>	RMF	Required	
<b>Type</b>	Desired output format: 1. CSV 2. JSON	Optional	CSV
<b>StartDate</b>	Start date	Optional	First day of current month
<b>EndDate</b>	End date	Optional	Last day of current month
<b>Region</b>	One or more comma separated manufacturer regions	Optional	Empty = All Regions
<b>BrandModel</b>	One or more comma separated brand or model names	Optional	Empty = All Brands & Models

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## PRICE POINTS

### Example: Current Month of Residuals & Money Factors

[http://motorintelligence.com/api/?Key=\[YOUR\\_API\\_KEY\]&QueryType=PricePoints](http://motorintelligence.com/api/?Key=[YOUR_API_KEY]&QueryType=PricePoints)

### Valid HTTP parameters include:

Parameter	Valid Values	Required	Default
<b>Key</b>	Your API ACCESS KEY	Required	
<b>QueryType</b>	PricePoints	Required	
<b>Type</b>	Desired output format: 1. CSV 2. JSON	Optional	CSV
<b>StartDate</b>	Start date	Optional	First day of current month
<b>EndDate</b>	End date	Optional	Last day of current month
<b>Region</b>	One or more comma separated manufacturer regions	Optional	Empty = All Regions
<b>BrandModel</b>	One or more comma separated brand or model names	Optional	Empty = All Brands & Models

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