



Fleet Connection: Fleet Insights Data Powering Your Fleet Sales Pipeline

Fleet information with the capacity to provide deeper understanding and drive sales growth

Right prospects, Right data

Cold calling is grueling, especially when you don't know if the prospect even has a fleet. Fleet Insights gives us the right prospects with the actual fleet data we need so that we don't waste time with the wrong businesses.

Right leads, Any time

Our sales team is constantly demanding more leads and more prospects. The volume of sales leads we're get isn't enough to keep them busy on a regular basis. Fleet Insights changes all that by providing a steady stream of marketing qualified leads that give our sales team a whole new audience to go after each month.

Right prospects, Right Time

Selling fleet products is exponentially easier when you have background information on your prospects. Fleet Insights allows us to get in front of these decisions makers with a custom message based on their operation.

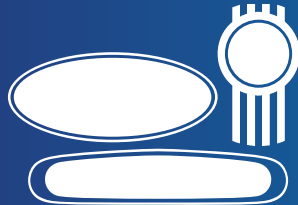


Fleet Insights reports provide fleet and owner contact information from multiple sources

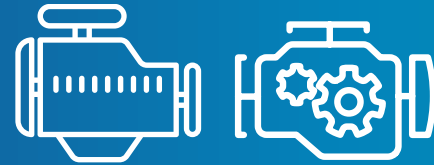
FLEET DEMOGRAPHICS



Vehicle Types



Vehicle brands in operation



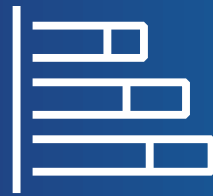
Engine Types and Alternative Fuel Use



Geographic Locations



SIC Codes



Fleet Sizes



Fuel types

Target
Segments and
Monthly Data
Feeds available
to support your
internal
campaigns

Fill your sales
pipeline with
thousands of
qualified sales
leads each
month!

Target the right prospects at the right time

- **SMB Fleet File 200,000 Companies**
 - \$40,000 with quarterly updates for \$10,000
 - 200,000 verified small and midsize businesses and public entities with fleets of 10-500 units in operation
 - 350,000 verified email addresses with addresses and phone numbers
 - Complete firmographic and demographic details on each fleet including VINS, number of employees, revenue, SIC and NAICS code categories, and location
 - 2 year history of all inspection/violation/accident data
- **Small Fleet File 800,000 Companies**
 - \$20,000 with quarterly updates for \$5,000
 - 800,000 verified small fleets and owner operators with 1-9 units in operation
 - Over 1 million email addresses
 - VIN level detail available for all registered DOT fleets
 - 2 year history of all inspection/violation/accident data
 - Limited SIC/NAICS or firmographic detail

Safety-Connection

**Target fleets
with recent
accidents and
safety
violations**

**Fill your sales
pipeline with
thousands of
qualified sales
leads each
month!**

• Safety-Connection

Fleet Prospecting Solution for Fleet Safety Suppliers

- Target fleets with recent accidents and safety violations
 - 12,000 Fleets/month with reportable accidents
 - 20,000 Fleets/month with significant safety violations
 - Speeding
 - ELD/EOBR violations
 - Tires
 - Lighting
 - Cargo Securement
- Target prospects by fleet size, SIC code, fuel types in operation, or GVW.
- In-Depth firmographic and demographic detail available including addresses, phone numbers, email addresses, revenue, number of employees, along with full VIN level data on fleets.
- Email marketing support also available if you want the Fleet-Connection team to produce and manage your lead gen campaigns

Trailer-Connection

Target fleets with trailers

Fill your sales pipeline with thousands of qualified sales leads each month!

• Trailer-Connection

Fleet Prospecting Solution for trailer manufacturers, distributors, and dealers

- 800,000 fleets with over 4 million trailers in operation
 - 12,000 HAZMAT Fleets
 - 20,000 Reefer Trailer Operators
- Target by brands of trailer
 - Utility
 - Stoughton
- Target by trailer types
 - Dry Box
 - Reefer
 - Flat Bed
 - Tanker
- Target prospects by fleet size, SIC code, fuel types in operation, or GVW.
- In-Depth firmographic and demographic detail available including addresses, phone numbers, email addresses, revenue, number of employees, along with full VIN level data on fleets.
- Email marketing support also available if you want the Fleet-Connection team to produce and manage your lead gen campaigns

Clean-Connection

**EV/Clean
Transportation
Targeting**

**Fill your sales
pipeline with
thousands of
qualified sales
leads each
month!**

• **Clean-Connection**

EV-Clean Fleet Prospecting Tool

- Target known EV/Clean Fleet intenders with our new Clean-Connection database
 - 28,000 current owners and operators of EV/Hybrid/CNG/LNG powered vehicles
 - 40,000 additional public and private sector fleets that have indicated that they are looking to purchase clean tech products in the next 6-12 months.
 - Perfect for Vehicles Manufacturers and clean tech suppliers including those that provide charging infrastructure, fueling services, fleet management, and safety products
- Target prospects by fleet size, SIC code, fuel types in operation, or GVW.
- In-Depth firmographic and demographic detail available including addresses, phone numbers, email addresses, revenue, number of employees, along with full VIN level data on fleets.
- List segments available for outright purchase
- Email marketing support also available if you want the Fleet-Connection team to produce and manage your lead gen campaigns

Target
Segments and
Monthly Data
Feeds available
to support your
internal
campaigns

Target the right prospects at the right time

- New Fleet File
 - 10,000-12,000 newly registered fleets available each month
- ELD/EOBR Violations 10,000 per month
- Safety Violations and Accidents
 - 10,000+ fleets each month that have had recent safety violations or experienced a significant crash or accident.
- Mechanical Violations
 - Lighting 5,000 violations per month
 - Brakes-15,000 per month
 - Cargo related violations 5,000 per month

Fill your sales pipeline with thousands
of qualified sales leads each month!

Fleet Insight Reports Include

(but are not limited to)

- Contact & company name, address, phone & email
- Secondary contact information
- Fleet Size
- SIC Code
- Vehicle Classes
- Vehicle Brands

Company Name	Johnson Construction Company												
Address	1346 Elm Street Phoenix Arizona 85086 602-775-4583												
Phone	602-775-4583												
Contact 1	Dan Johnson												
Email	djohnson@jcc.com												
Contact 2	James Wagner												
Email	jwagner@jcc.com												
Fleet Size	14												
SIC Code	Construction												
Class 1-2	NA												
Class 3	3	model	model_yea	manufactu	series	gwr	drive_Type	fuel_type_j	engine_manufacturer				
		FORD	F-350	2021	FORD MOTOR COMPANY F-Series Su	Class 3: 10,001	- 4WD/4-WF Diesel	Ford	Ford				
		FORD	F-350	2021	FORD MOTOR COMPANY F-Series Su	Class 3: 10,001	- 4WD/4-WF Diesel	Ford	Ford				
		FORD	F-350	2021	FORD MOTOR COMPANY F-Series Su	Class 3: 10,001	- 4WD/4-WF Diesel	Ford	Ford				
Class 4	4	make	model	model_yea	manufacturer	series	vehicle_trim	vehicle_tyc	gwr	drive_Type	engine_model	fuel_type_primary	engine_manufacturer
		FORD	F-450	2016	FORD MOTOR COMPANY NULL	Super Duty - Dua	INCOMPLETE' Class 4: 14, 4x2	NULL	NULL	NULL	Diesel	Diesel	Ford
		FORD	F-450	2016	FORD MOTOR COMPANY NULL	Super Duty - Dua	INCOMPLETE' Class 4: 14, 4x2	NULL	NULL	NULL	Diesel	Diesel	Ford
		FORD	F-450	2016	FORD MOTOR COMPANY NULL	Super Duty - Dua	INCOMPLETE' Class 4: 14, 4x2	NULL	NULL	NULL	Diesel	Diesel	Ford
		FORD	F-450	2016	FORD MOTOR COMPANY NULL	Super Duty - Dua	INCOMPLETE' Class 4: 14, 4x2	NULL	NULL	NULL	Diesel	Diesel	Ford
Class 5	NA												
Class 6	NA												
Class 7	NA												
Class 8	7	FREIGHTLIN	M2	2012	DAIMLER TRUCKS NORTH	106 Medium	TRUCK	Class 8: 33, 4x2	Cummins I!	Diesel			
		FREIGHTLIN	M2	2012	DAIMLER TRUCKS NORTH	106 Medium	TRUCK	Class 8: 33, 4x2	Cummins I!	Diesel			
		FREIGHTLIN	M2	2012	DAIMLER TRUCKS NORTH	106 Medium	TRUCK	Class 8: 33, 4x2	Cummins I!	Diesel			
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		FREIGHTLIN	M2	2013	DAIMLER TRUCKS NORTH	106 Medium	TRUCK	Class 8: 33, 4x2	Cummins I!	Diesel			
Trailers		make	model	model_yea	manufacturer	vehicle_tyc	drive_Type	fuel_type_j	engine_ma	trailer_bod	trailer_type_con	trailer_length	axles
		STOUGHTO	Stoughton	2008	STOUGHTON TRAILERS, I	TRAILER	Not Applicable	Not Applici	NULL	Van Trailer	Straight Semi/Se	53	2
		STOUGHTO	Stoughton	2008	STOUGHTON TRAILERS, I	TRAILER	Not Applicable	Not Applici	NULL	Van Trailer	Straight Semi/Se	53	2
		STOUGHTO	Stoughton	2008	STOUGHTON TRAILERS, I	TRAILER	Not Applicable	Not Applici	NULL	Van Trailer	Straight Semi/Se	53	2
		11/20/21											
		12/13/21											
Recent Accidents	Vehicle Maintenance	Driving a CMV while CDL is suspended											
Recent Violations	Hours-of-Service Compliance	Expired medical examiner's certificate											
	Driver Fitness	No/improper breakaway or emergency braking											
	Driver Fitness	Inoperable Required Lamp											
	Driver Fitness	No record of duty status when one is required (ELD Not Required)											
	Driver Fitness	No medical certificate in driver's possession											
	Driver Fitness	Operating a vehicle without possessing a valid medical certificate.											

Fill your sales pipeline with thousands of qualified sales leads each month!

Custom
prospect lists
for your fleet
sales team



Email Marketing Support

We'll email your content to the right fleets at the right time with our targeted campaigns. Let us warm up your prospects and convert marketing leads into actionable sales leads.



Nationwide Coverage

Target marketing qualified leads in your local area and nationwide

Save time

No more searching through endless, outdated databases for the right businesses



No Long-Term Commitment!

Boost your sales for a short time and revisit whenever you need to fill your sales pipeline



Clean Data

Tested for telephone number accuracy, email & postal deliverability

Fill your sales pipeline with thousands
of qualified sales leads each month!