



# **Fleet Connection: Fleet Insights Data Powering Your Fleet Sales Pipeline**

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

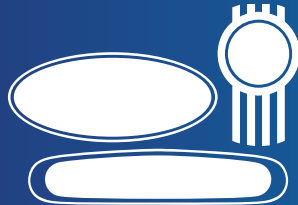


Fleet Insights reports provide fleet and owner contact information from multiple sources

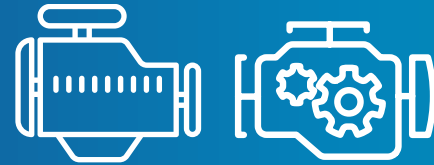
## FLEET DEMOGRAPHICS



Vehicle Types



Vehicle brands in operation



Engine Types and Alternative Fuel Use



Geographic Locations



SIC Codes



Fleet Sizes



Fuel types

## Fleet-Connection

Target fleets that are likely in-market for Used Trucks

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

# • Fleet-Connection

## Fleet Prospecting Solution for Used Equipment Dealers and Suppliers

- Target fleets with the right fleet demographics for your used equipment messaging.
- Over 10 million VINS. Target fleets based on current fleet composition to find likely buyers.
- Target Fleets that have had recent significant accidents or major mechanical issues that are likely in-market for replacement inventory.
- 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 in operation
  - Utility, Stoughton, East, Great Date, Wabash, Fontaine, Hyundai, Polar Tank
- 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

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

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thousands of  
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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

## Safety-Connection

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## • Construction-Connection

Fleet Prospecting Solution suppliers targeting the  
Construction industry

Over 70,000 Fleets

Construction

Contractors

Plumbing/HVAC

Landscaping

- 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

**In Market Fleets**

**Target fleets that are actively searching for your products**

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

## • **Lead-Connection**

**Fleet Prospecting Solution for suppliers looking for fleets that are actively searching for your solution**

### **Segments available**

- Safety Products
  - Dash Cams
  - Trailers
  - Vehicles
  - Telematics
  - Load Boards
  - TMS Products
- Behavioral and demographic data to target fleets that are currently in market
  - Minimum of 200 qualified leads per month
    - \$10-\$40 per lead based on volume



**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

<b>Company Name</b>	Johnson Construction Company												
<b>Address</b>	1346 Elm Street Phoenix Arizona 85086 602-775-4583												
<b>Phone</b>	602-775-4583												
<b>Contact 1</b>	Dan Johnson												
<b>Email</b>	<a href="mailto:djohnson@jcc.com">djohnson@jcc.com</a>												
<b>Contact 2</b>	James Wagner												
<b>Email</b>	<a href="mailto:jwagner@jcc.com">jwagner@jcc.com</a>												
<b>Fleet Size</b>	14												
<b>SIC Code</b>	Construction												
<b>Class 1-2</b>	NA												
<b>Class 3</b>	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					
<b>Class 4</b>	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	NULL	NULL	Diesel	Ford
		FORD	F-450	2016	FORD MOTOR COMPANY NULL	Super Duty - Dua INCOMPLETE' Class 4: 14, 4x2	NULL	NULL	NULL	NULL	NULL	Diesel	Ford
		FORD	F-450	2016	FORD MOTOR COMPANY NULL	Super Duty - Dua INCOMPLETE' Class 4: 14, 4x2	NULL	NULL	NULL	NULL	NULL	Diesel	Ford
		FORD	F-450	2016	FORD MOTOR COMPANY NULL	Super Duty - Dua INCOMPLETE' Class 4: 14, 4x2	NULL	NULL	NULL	NULL	NULL	Diesel	Ford
<b>Class 5</b>	NA												
<b>Class 6</b>	NA												
<b>Class 7</b>	NA												
<b>Class 8</b>	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				
		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				
		FREIGHTLIN	M2	2013	DAIMLER TRUCKS NORTH	106 Medium TRUCK	Class 8: 33, 4x2	Cummins I!	Diesel				
<b>Trailers</b>		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									
<b>Recent Accidents</b>		Vehicle Maintenance	Driving a CMV while CDL is suspended										
<b>Recent Violations</b>		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

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of qualified sales leads each month!