



# Commercial Account File

Dun & Bradstreet DUNS Number Now Available

IHS Markit's Commercial Account File will help you:

- Identify businesses that own specific vehicles
- Target qualified fleet prospects
- Create a clearer picture of business customer opportunities

IHS Markit's exclusive Commercial Account File enables you to effectively reach the hottest fleet prospects.

The fleet market undeniably yields greater sales and service opportunities per lead than the automotive retail market. A single business can mean more to your potential bottom line than an entire group of consumers. IHS Markit's exclusive Commercial Account File enables you to effectively reach the hottest fleet prospects.

This fact-based, current commercial vehicle data is used in conjunction with industry-leading business data to generate the strongest commercial fleet lists in the industry—enabling you to target commercial prospects that currently own and/or operate specific vehicles within their fleet.

#### **IHS Markit's Commercial Account File Features:**

- An extensive collection of data elements which includes current fleet vehicle data along with business demographics obtained from all non-restricted states so you'll be able to quickly pinpoint your best prospects
- A stable fulfillment system that makes your selection process easy, flexible and allows for quick turn-around time
- An advanced List Hygiene Enhancement process ensures that your information is fresh and deliverable
- The ability to track companies by fleet size new, fleet size used, total cars, total trucks and fleet size within vehicle group, along with extensive vocational and vehicle information, as well as DMA<sup>\*\*\*</sup>, state, county and other geographies

IHS Markit can help you reach your best business-to-business prospects and successfully compete in today's marketplace.

\* Commercial fleet data cannot be provided in all states. Please contact your IHS Markit representative for details.\*\* DMA<sup>®</sup> is a registered service mark of The Nielsen Company. Used under License.

## Commercial Account File Fields

Geography Attributes	Vehicle Attributes	Fleet Attributes	D&B Attributes
State code	Year	Firm name	Sales Volume
State name	Make	Firm Address	SIC 2 Code
State Abbreviation	Model	City	SIC 2 Description
County Code	Trim/Series	ZIP Code	SIC Code 4
County Name	Body Style	ZIP Plus 4	SIC 4 Description
DMA Code	Cab Configuration	Fleet Size	Employees Total
DMA Name	Number of Doors	Fleet Size New	Executive Name
Census Tract	Number of Cylinders	Fleet Size Used	Executive Title
	Displacement CC	Fleet Size Lease	Telephone
	Displacement CID	Fleet Size Cars	Email
	Engine Size	Fleet Size Trucks	DUNS Number
	Engine Manufacturer	Purchase Date	
	Fuel Type	Purchase Code	
	Wheels Driven	Wheels Driving	
	GVW	Cab Configuration	
	Vehicle Type	Engine Manufacturer	
	Vehicle Origin	Engine Model	
	MFG Name		
	Vehicle Segment		

For more information [www.ihsmarket.com/trucks](http://www.ihsmarket.com/trucks)

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## About IHS Markit ([www.ihsmarket.com](http://www.ihsmarket.com))

IHS Markit (NASDAQ: INFO) is the automotive industry's leading source for marketwide insight, expertise, and advanced planning solutions. With a reputation of enabling better decisions and better results for nearly a century, the world's leading OEMs, suppliers, and their transportation partners rely on IHS Markit to power growth, improve efficiency, and drive a sustainable competitive advantage.

Our automotive offerings and expertise span every major market and the entire automotive value chain—from product planning to marketing, sales, and the aftermarket. Headquartered in London, our automotive team is part of IHS Markit's information and analytics powerhouse that includes more than 15,000 colleagues in 34 countries, covering energy, chemical, aerospace & defense, maritime, financial, technology, and media & telecommunications.