## Analytics That Drive The Bottom Line
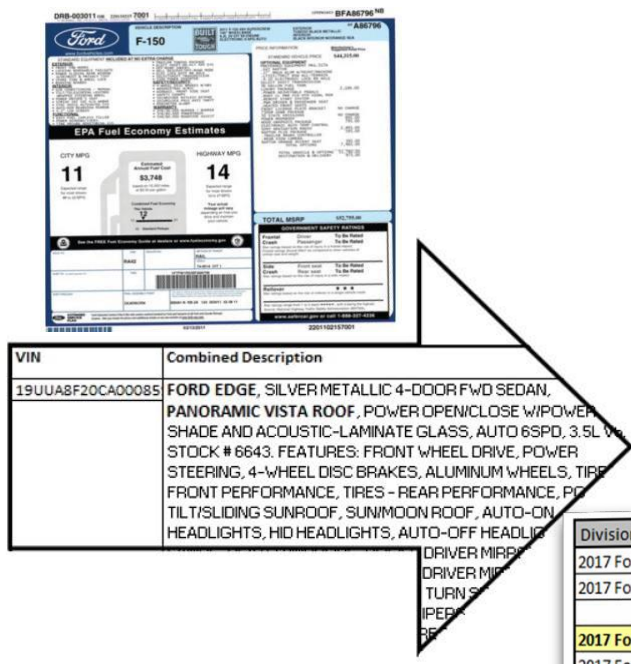
# Vehicle Options at the 17-digit VIN

The automotive world has always been a data-driven business. Every vehicle has hundreds of pieces of information associated with it all tied to a single Vehicle Identification Number (VIN). Yet, even today, automotive businesses cannot determine what trim, features, packages and options are on a particular vehicle. Until now!

For over 9 years, EpiAnalytics has been a leader in textual business intelligence. Now OEMs, pricing evaluators, auction houses, and insurance and finance companies can turn to EpiAnalytics to get all the options, trim, and package information on a particular 17-digit VIN. EpiAnalytics has mastered the ability to extract meaningful insights from online listings, window stickers and other VIN data sources to make it usable for vehicle valuation analysis, comparison, search, and more.

### IDENTIFY TRIM AND OPTION PACKAGES FROM VEHICLE DESCRIPTION DATA

How it works: EpiAnalytics identifies the specific features, options and vehicle trim details based on the actual vehicle listings enhanced by verification of manufacturer build specifications. In fact, with EpiAnalytic's normalization process, 98% of vehicle trims will be identified; as well as key items like marketing packages and specific safety items that are classified on each vehicle.

With VINoptions, aftermarket items, such as upgraded wheels or premium sound systems can be easily identified based on vehicle description. For companies looking for an easier way to incorporate vehicle options data, VINoptions extracts raw, unstructured vehicle description data and transforms it into organized information that can be used to predict and compare vehicle options in a more meaningful way.



| VIN | Combined Description |
|---|---|
| 19UUA8F20CA00085 | FORD EDGE, SILVER METALLIC 4-DOOR FWD SEDAN, PANORAMIC VISTA ROOF, POWER OPEN/CLOSE W/POWER SHADE AND ACOUSTIC-LAMINATE GLASS, AUTO 6SPD, 3.5L V6 STOCK # 6643. FEATURES: FRONT WHEEL DRIVE, POWER STEERING, 4-WHEEL DISC BRAKES, ALUMINUM WHEELS, TIRE FRONT PERFORMANCE, TIRES - REAR PERFORMANCE, PO... TILT/SLIDING SUNROOF, SUN/MOON ROOF, AUTO-ON HEADLIGHTS, HID HEADLIGHTS, AUTO-OFF HEADLI... DRIVER MIRR... DRIVER MIR... TURN S... IPEE... R... |

| Category | Type | OptRaw |
|---|---|---|
| Climate Control | Air Conditioning-Multi-Zone | dual zone a c |
| Comfort & Convenience | Auto-Dimming Rearview Mirror | electrochromic rearview mirror |
| | Headlights-High Intensity Discharge | hid headlights |
| | Keyless Entry | keyless entry |
| | Mirror(s)-Power | power driver mirror\|power passenger mirror |
| | Power Door Locks | power door locks |
| | Power Outlet | auxiliary pwr outlet |
| | Steering Wheel-Adjustable | adjustable steering wheel |
| | Steering Wheel-Audio Controls | steering wheel audio controls |
| | Tire Pressure Monitor | tire pressure monitoring system |
| Drive | Front Wheel Drive | features front wheel drive |
| Engine | Engine-6 Cyl | 3.5l v6 |
| Exterior Trim | Mirror(s)-Heated | heated mirrors\|heated ext driver mirror\|heated ext pasgr mirror |
| | Mirrors-Integrated Turn Signals | integrated turn signal mirrors |
| Infotainment | AM/FM Stereo | am fm stereo |
| | Audio-Aux Input | auxiliary audio input |
| | Audio-Satellite Radio | satellite radio |
| | Audio-Upgrade Sound System | premium sound system |
| | CD Player | cd changer\|cd player |
| Interior Trim | Woodgrain Trim | woodgrain interior trim |
| Roof | Roof-Generic-Sun/Moon | panoramic vista roof |
| Safety | Air Bag-Frontal-Driver | driver air bag |
| | Air Bag-Side Head-Rear | rear head air bag |
| | Anti-Lock Braking System (A.B.S.) | 4 wheel abs |
| | Anti-Theft | vehicle anti theft system\|alarm |
| | Brake Assist | brake assist |
| | Brakes-Tuned 4 Wheel DISC | |

| Division Name | Model Name | Style Name | Option Code | Option Desc |
|---|---|---|---|---|
| 2017 Ford | Edge | 4dr SEL FWD | 200A-0 | EQUIPMENT GROUP 200A |
| 2017 Ford | Edge | 4dr SEL FWD | 201A-0 | EQUIPMENT GROUP 201A |
| | | | | |
| 2017 Ford | Edge | 4dr Titanium AWD | 301A-0 | EQUIPMENT GROUP 301A |
| 2017 Ford | Edge | 4dr Titanium AWD | 302A-0 | EQUIPMENT GROUP 302A |
| | | | | |
| 2017 Ford | Edge | 4dr Sport AWD | 401A-0 | EQUIPMENT GROUP 401A |

## MATCH ASSOCIATED OPTIONS WITH MANUFACTURER DATA

The EpiAnalytics' VINoptions solution categorizes this unstructured data to match with OEM-specified build tables. Our solution algorithmically combines classification types and sub-types with other structured data elements to yield highly accurate data.

## PROCESS VEHICLES FASTER WITH MORE ACCURACY

Using this data, financial institutions will now be able to verify whether specific high value items are present on the specific vehicle; and auctions can "pre-fill" specific options and packages for more detailed identification of true vehicle value, resulting in fewer "chargeback" mistakes off the lane (or on-line).

## THE VIN OPTIONS ADVANTAGE

- The ability to predict trim and option packages
- A list of associated options that link to the manufacturer's data schema and match to specific pricing / value of those options
- A syndicated database that allows real time look-up or data fill capabilities based on the VIN's you want to analyze.

**BENEFITS**

- **Rapid implementation with out-of-the-box automotive categories**
- **Normalize disparate data sources into one configurable format**
- **Build-level data at a low, scalable cost.**



**Total Vehicles Displayed**

6,865 Used Vehicles for sale
☒ Clear All  ☒ $0 - $20,000  ☒ Used

1,071 Used Vehicles for sale
☒ Clear All  ☒ $0 - $20,000  ☒ Keyword: Sunroof  ☒ Used

247 Used Vehicles for sale
☒ Clear All  ☒ $0 - $20,000  ☒ Keyword: Sun Roof  ☒ Used

810 Used Vehicles for sale
☒ Clear All  ☒ $0 - $20,000  ☒ Keyword: Moonroof  ☒ Used

375 Used Vehicles for sale
☒ Clear All  ☒ $0 - $20,000  ☒ Keyword: Moon Roof  ☒ Used

\* Not Inter-connected – "Sunroof " vehicles do not show up in the "Sun Roof" search

"Moonroof?"                    Seller's Notes

CARFAX 1-Owner! EX trim. Moonroof, Bluetooth, CD Player, Dual Zone A/C, Aluminum Wheels, Back-Up Camera, iPod/MP3 Input, EPA 36 MPG Hwy/27 MPG City! CLICK ME!======KEY FEATURES INCLUDE: Sunroof, Back-Up Camera, iPod/MP3 Input, Bluetooth, CD Player, Dual Zone A/C MP3 Player, Aluminum Wheels, Keyless Entry, Remote Trunk Release, Steering Wheel Controls. EX with White Orchid Pearl exterior and Ivory interior features a 4 Cylinder Engine with 185 HP at 6400 RPM*. Non-Smoker vehicle. ======VEHICLE REVIEWS: Edmunds.com's review says The 2014 Honda Accord earns top honors in the midsize sedan class with its mix of excellent packaging, superb fuel economy and rewarding performance.. Great Gas Mileage: 36 MPG Hwy. ======DRIVE WITH CONFIDENCE: CARFAX 1-Owner ======BUY FROM AN AWARD WINNING DEALER: BMW of Murrieta is a full-service authorized BMW Dealership serving customers in parts of Southern California. BMW of Murrieta is a partnership between NASCAR team owner Rick Hendrick and SCCA, IMSA and NASCAR driver Boris Said. At BMW of Murrieta we are committed to complete customer satisfaction in all aspects of the BMW buying and BMW service process. We pride ourselves on a high level of professional sales, service and support. Pricing analysis performed on 4/12/2016. Horsepower calculations based on trim engine configuration. Fuel economy calculations based on original manufacturer data for trim engine configuration. Please confirm the accuracy of the included equipment by calling us prior to purchase.

View Less

**EPI Vin Options**
**500% more**
**vehicles from inventory**

## LEVERAGE OUR COMPLETE SUITE OF AUTOMOTIVE REPORTING TOOLS

EpiAnalytics provides a complete suite of automotive reporting solutions that enable OEMs and dealers around the world to drive better bottom lines with detailed VIN, window sticker, options analysis, and more.

**EpiAnalytics**  { **epianalytics.com  |  858-381-5700  |  sales@epianalytics.com**

*EpiAnalytics, Inc., delivers on-demand text analytics solutions that are easy to set up, easy to maintain, and easy to use. The solutions automate coding efforts to improve business processes, reduce costs, and increase revenues.*