

# Vehicle Sales API Access

**Connect your vehicle sales data and retail activities into Elead CRM through Fortellis.**

The CDK Global Partner Program for Elead CRM on Fortellis allows developers to connect retail data with dealership applications and configure innovative workflows.

Built exclusively for Fortellis, these four APIs are designed to work together to integrate sales application workflows between dealers and their partners. The Elead Vehicle Sales APIs are:

## **Product Reference Data API**

Helper API to search, retrieve and provide reference data to support other Elead Vehicle Sales APIs as needed.

## **Sales Customers API**

This API allows for the management of prospect and customer data inside Elead CRM.

## **Sales Activity API**

This API allows for the creation of scheduled and completed sales activities.

## **Sales Opportunities API**

This API searches for and retrieves existing details of sales opportunities inside the CRM for marketing purposes.

Built on the Fortellis Automotive Commerce Exchange™ — a platform that enables seamless connections between consumers, dealers, manufacturers, developers, lenders and data providers.



**For more information,  
visit [fortellis.io](https://fortellis.io).**