How wildcards work

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Wildcards

We use wildcards to recall information from the system and avoid manually typing out every possible combination of vehicle that exists. The wildcards will work in most placements; however, for content that is culled from the catalog (the Lookbook, namely) wildcards will not work.

When using wildcards in copy, specifically the vehicle-related ones, it isa good idea to figure out what the longest vehicle name is (full fitment) because that total number of characters is what counts towards the max character count.

Wildcard	Output
make	The make of the vehicle
modelrange	Usually sedans, trucks, SUVs, etc. For some brands, it can be the name of a model series (ex, BMW)
model	The name of a vehicle model
year	Vehicle year
driveline	The mechanical bits of the car that are different -- usually different levels of engines and transmission
trimlevel	The trim of the car -- the level of "luxury" that the vehicle has
category	The product category
businessname	The name of the business that exists in the system
city	The city the business is in
state	The two letter abbreviation of the state the business is in
statename	The full name of the state the business is in

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