

Automotive | Email & Postal

United States - Over 10,458,265 records

Direct Web Advertising (DWA) Automotive Enthusiasts list helps companies keep pace of accelerated changes in the automotive industry. Our real-time information has become a critical element in strategic planning and decision-making for companies. Today, having access to the right automotive information creates a significant competitive advantage.

Selects

Vehicle Manufacturer Information

Acura	Pontiac
Honda	Chrysler
Nissan	Lincoln
Buick	Saturn
Infiniti	Dodge
Oldsmobile	Mazda
Cadillac	Toyota
Jeep	Ford
Plymouth	Mercury
Chevrolet	Volkswagen
Lexus	

Vehicle Value

Average Retail Car Value
 Mean Car Market Value
 Median Car Market Value
 Total Retail Value of All Cars Owned

Market Value of Cars:

\$12,000+
 \$8,000+
 \$4,000+
 \$1,000+
 Less than \$4,000

Value of Most Recently Purchased Vehicle is:

\$20,000+
 \$19,999 - \$9,000
 \$8,999 - \$5,000
 Less than \$4,999

Vehicle Year

Less than a Year Old	3 Years Old
6 Years Old	9 Years Old
1 Year Old	4 Years Old
7 Years Old	10 Years Old
2 Years Old	5 Years Old
8 Years Old	More than 10 Years Old

Vehicle Class

Sports Car	Full-Size Standard Car
"Basic" Sports Car	Specialty Car
Luxury / "Upper" Sports Car	Intermediate Specialty Car
Luxury Car	Compact Regular Car
Full-Size Luxury Car	Subcompact Specialty Car
Personal "Specialty" Car	Intermediate Regular Car
Luxury / Personal Luxury Car	Compact Regular Car
Truck	Subcompact Regular Car
Sports Utility Vehicle (SUV)	Entry / Economy Car
Mini Van	Import Car
Mid-Size Car	Standard Import Car
Regular Mid-Size / Large Car	Station Wagon
Upper Mid-Size / Large Car	Recreation Vehicle (RV)
Traditional Large Car	Motorcycle
Traditional Large Car	

New / Used Vehicles Owned

Average Number of Vehicles Per Household
 Multi-Vehicle Owners
 Multi-Car Owners
 Female Vehicle Owners
 Owning Only One Registered Car / Truck
 Owning Two or More Cars / Trucks
 Owning At Least One Imported Vehicle
 Owning At Least One Domestic Vehicle

Recent Household Purchase:

New Vehicle Used Vehicle

Vehicle Purchased Within:

0-12 Months 13-24 Months
 25-36 Months 37+ Months

Percent of Households that have Purchased:

New Car New Truck
 New Vehicle 2+ New Vehicles
 Used Car Used Truck
 Used Vehicle 2+ Used Vehicles

Vehicle Purchase Period and Frequency

New Car
 New Vehicle
 Average Number of Months Since Last Vehicle Purchase

Pricing

Email CPM: \$150
 Postal CPM: \$90
 Maintenance: Yearly
 Deliverability: 100% Guaranteed
 Minimum Order: 5,000 records
 Email Data Source: Permission Based
 Postal Data Source: SEC filings, company press releases, annual reports and phone verification.

*A \$50.00 flat cancellation fee will apply to all cancelled orders. Orders cancelled after original mail date must be paid in full.