

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	

Vehicle Year

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

New / Used Vehicles Owned

Avg 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

Vehicle Class

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

Value of Most Recently Purchased Vehicle

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

Recent Household Purchase

New Vehicle Used Vehicle

Vehicle Purchased Within

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

Percentage of Households That have Purchased

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

Vehicle Purchase Period and Frequency

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

PRICING & GENERAL INFO

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

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