

Auto Owner Mailing List



Universe – 30,825,863
In the competitive automotive industry, you can benefit from critical customer insight!



Direct List Technology, Inc.

Here to Help with ALL your Mailing List Needs
888.772.6947

DESCRIPTION

The National Auto Owner File is built from self-reported data collected from multiple sources throughout the United States. Access these economically active automobile owners for your next direct marketing initiative!

MAJOR APPLICATIONS

- Aftermarket Promotions
- Automobile Accessories/Product Offers
- Financial and Insurance Offers
- Extended Warranty Programs
- Gasoline Credit Card Offers
- Service Center Programs

SOURCE

The National Auto Owner File is updated and DNC suppressed monthly. The file is compiled from several self-reported sources that include automobile dealerships, manufacturers, warranty cards and service centers and is used in conjunction with a nationally recognized consumer database.

**Please contact Christa Vasquez
@ Direct List Technology for further information.**

Your Auto Data Specialist



Christa Vasquez

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Pricing

Please contact your Direct List Representative: **Christa Vasquez** or call 888.772.6947 for specific pricing and minimum order requirements.

Base

- 1 Time Use
- Multiple Use

Selects

- Dominant Vehicle Lifestyle Indicator
- New Car Buyer
- Number of Vehicles
- Make of Vehicle One
- Model of Vehicle One
- Year of Vehicle One
- Make of Vehicle Two
- Model of Vehicle Two
- Year of Vehicle Two
- Truck/Motorcycle/RV Owner
- Buying Activity – Automotive Parts and Accessories

Additional Selects Available:

- Adult Birth Date
- Children's Age Range
- Credit Card Indicator/User
- Dwelling Type
- Economic Stability Indicator
- Education
- Estimated Income
- Ethnicity
- Gender
- Health Data
- Homeowner/Renter
- Home Market Value
- Insurance Policy Owners
- Length of Residence
- Marital Status
- Networth
- Number of Credit Lines
- Occupation
- Personix Life Stage Clusters
- Presence of Pool
- Religion
- Telephone Number
- Travel