

# Auto Owners Mailing List

Total Universe: 140,700,428

Base Rate: \$75.00/M



# AmeriList™

Direct Marketing Solutions

visit us online at [amerilist.com](http://amerilist.com)

## Description Summary

Accelerate your automotive marketing program with the most complete marketing list of automobile owners in the U.S., Our Auto Owners Master File will help you connect with the perfect automotive prospect. It's true automobile data is widely available on the market; however, not all auto owners list are created equally. When compared to the leading compiled files our automobile database boast more accuracy, contact names and telephones. Additionally, not all compilers offer email addresses. At Amerilist, we provide a customer centric approach to identifying the most accurate Automobile Owners list that is targeted to your specific offer. When you need to reach Automobile Owners, look no further... our auto file offers an extensive list of demographic and psychographic data selections, which will help you pinpoint the best automotive buyers within your target audience. Put your ROI into overdrive with our Auto Owners Master File!

## How Our Data is Compiled

Our Automobile Owners Master File is compiled using multiple sources including: Limited State Data, Lifestyle Questionnaires, Memberships, Internet/On-Line Surveys, Off-line Surveys, Opt-in Email, Newsletters, Direct Response, Publications and Controlled Circulations. The data is also enhanced with demographic and psychographic data from our compiled national consumer database. The entire Automobile database is standardized, updated continually, and then processed through proprietary USPS® certified processes to ensure superior deliverability. We employ the use of NCOALink®, LACSLink® and CASS® address-quality tools to ensure maximum deliverability. In addition the entire list is also DPV®\* verified, the standard for enhanced address accuracy.

## Consider the Facts

- The majority of Americans get their first car at age 16
- The Toyota Camry is the most popular car in America
- The Honda Accord is the second most popular car in America
- \$108 is the average monthly cost of car insurance in the USA

## Recommended Usage

Our Automobile Owner's mailing list is an excellent resource for automotive industry marketers who are offering products or services for Auto Warranty, Aftermarket Service, Auto Insurance, Road Side Assistance, Auto Financing, Automotive Accessories, New Car Dealers, Used Car Dealers, Automotive Book, Auto Magazine & Catalog Offers, Auto Telemarketing, Auto Direct Mail Offers and Travel Related

## Sample Mail Piece Required

## List ID

ALD503

## Market Type

B2C; U.S. Consumers

## List Channels

Postal, Email & Telemarketing

## Source

Compiled Data

## Output Options

Electronic, Printed

## Update Cycle

Monthly

## Minimum Order

Quantity: 5000, Price: \$425

## Net Name

Floor: 85%, Minimum Quantity: Inquire  
Run Charge: Flexible

## Exchanges

Available

## Reuse

Available 50%

## Cancellation Charges

All orders canceled after shipping will be billed at 50% of the original order in addition to any shipping charges.

## Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

## Popular Selections (for additional selections please inquire)

Vehicle Year  
Vehicle Make / Manufacturer  
Model  
Vehicle Identification Number  
Purchase Date  
Purchase Type

Body Type  
Credit Score Range  
Age  
Bought New or Used  
HH Income  
Lifestyle

Home Owner / Renter  
Presence of Children  
Gender  
Ethnicity  
Education

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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