

# AutoTrack: New Vehicle Purchasers™

**Total Universe: 3,552,741**

**Base Rate: \$125.00/M**

## Description Summary

AutoTrack: New Vehicle Purchasers™ is a comprehensive, nationwide consumer database featuring individuals who have recently purchased a brand-new car, truck, or SUV. These consumers represent a highly valuable audience with immediate post-purchase needs and strong buying intent. With new vehicles often comes a surge in spending on related products and services, making this list a prime resource for marketers looking to reach motivated, high-spending buyers during a crucial decision-making window. Whether it's ensuring proper coverage, protecting their investment, or enhancing their vehicle, these individuals are actively engaging in the automotive ownership lifecycle.

## How Our Data Is Compiled

This database is sourced from highly reliable automotive data, including new vehicle registration records, dealership sales transactions, and warranty activations, all of which serve as timely and accurate indicators of recent vehicle purchases. These data points are rigorously cross-validated and enhanced using proprietary data hygiene protocols to ensure accuracy, completeness, and consistency. To maintain exceptional deliverability and marketing performance, the file undergoes ongoing maintenance, including monthly updates against the National Change of Address (NCOA) database and full CASS certification. Every record is optimized to maximize reach, boost response rates, and deliver strong ROI across multi-channel campaigns.

## Consider The Facts

- New vehicle owners are highly engaged buyers, often spending an average of 10-15% of the vehicle's purchase price on accessories, extended warranties, and maintenance within the first year.

## Recommended Usage

This file is ideal for a wide range of automotive and lifestyle-related marketing efforts, enabling brands to engage new vehicle owners at a crucial point in their ownership journey. From auto insurance and extended warranties to accessories, roadside assistance, and fuel rewards programs, these consumers respond strongly to timely, relevant offers. Whether through direct mail, email, telemarketing, or digital channels, this list helps marketers maximize engagement, strengthen customer relationships, and achieve measurable campaign success.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Email

Lifestyle Interests  
Credit Score  
Buying Habits  
Cell Phones

Homeowner Status  
Vehicle Make  
Vehicle Model  
Vehicle Year

## Market Type

U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Online & Offline Self-Reported Survey Data,  
Subscribers, Purchase Activity

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000  
Price: \$625.00

## Net Name

Floor: 85%  
Minimum Quantity: 25,000  
Run Charges: \$10.00 / M

## Exchanges

Please Inquire

## Reuse

Please Inquire

## Cancellation Charges

Please Inquire

## Sample Mail Piece Required

Yes

## Commission

Standard 20% broker/agency commission is extended to all trade partners.

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