

# Auto Owner Mailing List



**Universe – 39,963,590**  
*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