Learn What Drives Your Customers, By Learning What Your Customers Drive!

Description
It’s true. Consumers are what they drive. By knowing the types of vehicles individuals own, you can formulate powerful strategies to pinpoint unique prospects and craft messages precisely to your audience.

Although federal regulations prohibit the use of individual-level motor vehicle registration information for marketing purposes, our automotive data offers you a highly effective solution because it is aggregated at the carrier route level. Equifax’s automotive database is designed for use in conjunction with core Equifax database products such as TotalSource XL™ and The Lifestyle Selector®. The file offers an accurate statistical view of the vehicle-related characteristics of consumers at the neighborhood or ZIP code level and provides insight into related attributes such as disposable income and lifestyle interests. Shift your marketing efforts into high gear with Aggregated Automotive Data!

Quick Reference
MIN Number: 83079
NXM Number: 81589
Nationwide, Neighborhood-Level Coverage
Updates: Twice Annually

Available Selections
(Please inquire for specifications)

Vehicle Manufacturer Information
Percent Owning Vehicles Manufactured By:
- Acura
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Dodge
- Ford
- Honda
- Infiniti
- Jeep
- Lexus
- Lincoln
- Mazda
- Mercury
- Nissan
- Oldsmobile
- Plymouth
- Pontiac
- Saturn
- Toyota
- Volkswagen

Vehicle Value
Average Retail Car Value
Mean Car Market Value
Median Car Market Value
Total Retail Value Of All Cars Owned

Percent Of Cars With Market Value Of:
- $12,000+
- $8,000+
- $4,000+
- $1,000+
- Less Than $4,000

Percent Of Households For Which Value Of Most Recently Purchased Vehicle Is:
- Equal To Or Greater Than $20,000
- Within $9,000 - $19,000
- Less Than Or Equal To $8,000
- Less Than Or Equal To $5,000
### Model Year, Purchase Period & Purchase Frequency

<table>
<thead>
<tr>
<th>Percent Of Cars That Are:</th>
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<tbody>
<tr>
<td>0-1 Year Old</td>
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<tr>
<td>0-2 Years Old</td>
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<td>0-3 Years Old</td>
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<td>2-6 Years Old</td>
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</tbody>
</table>

### New Car Purchase Frequency
- New Vehicle Purchase Frequency
- Average Number Of Months Since Last Vehicle Purchase

### Percent Of Vehicles For Which The Model Year:
- Is +/- One Year From The Current Year
- Precedes The Current Year By 2-5 Years
- Precedes The Current Year By 6-9 Years
- Precedes The Current Year By 10+ Years

### Percent Of Households For Which Most Recent Vehicle Purchased Involved A:
- New Vehicle
- Used Vehicle

### Percent Of Vehicles Purchased Within:
- 0-12 Months
- 13-24 Months
- 25-36 Months
- 37+ Months

### Vehicle Class Information

#### Percent Owning A Personal (Specialty) Luxury Car
Examples: Cadillac Eldorado, Lincoln LS

#### Percent Owning A Luxury Or Personal Luxury Car
Examples: Lincoln Continental, Lincoln LS

#### Percent Owning A Truck
Examples: Chevrolet Silverado

#### Percent Owning An SUV (Sport Utility Vehicle)
Examples: GMC Envoy, Chrysler PT Cruiser

#### Percent Owning A Mini Van
Examples: Dodge Caravan Cargo, Ford Windstar

#### Percent Owning A Mid-Size Car
Examples: Pontiac Grand Am, Toyota Camry

#### Percent Owning A Regular Mid-Size/Large Car
Examples: Chevrolet Metro, Pontiac Grand Am

#### Percent Owning An Upper Mid-Size/Large Car
Examples: Acura Integra, Ford Crown Victoria

#### Percent Owning A Traditional, Large Car
Examples: Buick LeSabre, Chevrolet Impala

#### Percent Owning A Full-Size Standard Car
Examples: Buick LeSabre, Chrysler LH

#### Percent Owning A Specialty Car
Examples: Chevrolet Camaro, Pontiac Sunfire

#### Percent Owning An Intermediate Specialty Car
Examples: Chevrolet Monte Carlo, Pontiac Grand Prix

#### Percent Owning A Compact Specialty Car
Examples: Chevrolet Camaro, Ford Mustang

#### Percent Owning A Subcompact Specialty Car
Examples: Chevrolet Cavalier, Pontiac Sunfire

#### Percent Owning An Intermediate Regular Car
Examples: Saturn LS2, Chrysler Concorde

#### Percent Owning A Compact Regular Car
Examples: Dodge Stratus, Saturn S12

#### Percent Owning A Subcompact Regular Car
Examples: Dodge Neon, Saturn S12

#### Percent Owning An Entry Or Economy Car
Examples: Ford Escort, Toyota Corolla

#### Percent Owning An Import Car
Examples: Honda Civic, Acura Integra

#### Percent Owning A Standard Import Car
Examples: Nissan Altima, Volkswagen Passat

#### Percent Owning A Station Wagon
Examples: Ford Taurus Wagon, Ford Focus SE Wagon

#### Percent Owning A Recreation Vehicle (RV)
Examples: Camper, Motor Home

#### Percent Owning A Motorcycle

### Percent/Number Of New Or Used Vehicles Owned:
- Average Number Of Vehicles Per Household
- Percent Of Multi-Vehicle Owners
- Percent Of Multi-Car Owners
- Percent Of Female Vehicle Owners
- Percent Owning Only One Registered Car Or Truck
- Percent Owning Two Or More Cars Or Trucks
- Percent Owning At Least One Import Vehicle
- Percent Owning At Least One Domestic Vehicle
- Percent Of Households That Have Purchased:
  - A New Car
  - A New Truck
  - A New Vehicle
  - 2+ New Vehicles
  - A Used Car
  - A Used Truck
  - A Used Vehicle
  - 2+ Used Vehicles
CANCELLATION POLICY
Payment Required For Orders Cancelled Prior to Shipping
$75.00 flat processing cancellation charge; $8.00/M run charge for records processed; and all custom formatting and data processing charges, if applicable.

Payment Required For Orders Cancelled After Shipping But Prior To Mail Date
$75.00 flat processing cancellation charge; $8/M run charge for records supplied; all election charge(s); output medium costs (i.e., tapes, diskettes); shipping cost and custom formatting and data processing charges, if applicable.

Payment Required For Orders Cancelled On Or After Mail Date
All previously agreed upon charges will apply, including, but not limited to: base charge, selection charge(s), custom formatting and data processing charges if applicable, output medium costs (i.e., tapes, diskettes) and shipping cost.

PRICING

Aggregated Automotive Data elements are designed for use in conjunction with core Equifax database products such as TotalSource XL™, The Lifestyle Selector®, and The Response Selector™. Equifax automotive data is also available for database installations and data enhancement.

Database Installations $40,000
Database Enhancement $6/M On Input

Commissions
Commissions are paid to recognized list brokers and advertising agencies at standard industry rates.
Commissions are paid only on the base price and do not include individual selects, output or special processing.
Sample mail piece/telemarketing script and mail/call date required.
Prices subject to change.
Contact us today to discuss how our target market intelligence can help satisfy your needs.

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