

Luxury Automobile Owners



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Total Universe: 319,919

Base Rate: \$85.00/M

Description Summary

Image counts for something! They say you can tell a lot about a person by the type of car they drive. The luxury lifestyle automotive market is made up of a rare breed of car owners who have the money and the passion for hot, fast, cars. These wealthy individuals have a very strong purchasing power in the marketplace. In addition, they have proven to be responsive to many designer, luxury, and other high-end product and service offers. Choose from cars like Bentley, Porsche, and Lamborghini etc. to reach your next high-end car owner today, as well as a variety of demographic selections. If you are a marketer looking to reach affluent people via email, telephone or postal this is the file for you!

How Our Data Is Compiled

Our Luxury Automobile Owners Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

Consider The Facts

- The luxury car segment currently makes up about 6% of the U.S. car market
- Some of the leading luxury car brands include Bentley, Porsche, Maserati, Rolls Royce, etc.

Recommended Usage

These individuals have proven to be responsive to an assortment of offers, such as credit cards, automobiles, jewelry, travel, designer clothing and accessories, as well as other luxurious items.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Income

Net Worth
Occupation
Marital Status
Presence of Children

Vehicle Type
Vehicle Year
Vehicle Make
Vehicle Model

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

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$325.00

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

Please Inquire

Commission

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