

# Automotive Direct

The Data You Need to Fuel Your Automotive Campaign

**The NFocus Automotive Direct database is the largest Make/Model/Year VIN coded database available in the market.**

The US automotive market continues to grow at a record pace, and so is the opportunity for you and your clients. The NFocus Automotive Direct database provides the data you need to help you drive new business in this competitive segment.



Select by Make, Model and Year to create a targeted list that matches the needs of your client's campaign. Additional financial and behavioral household demographics are available upon request.

The Automotive Direct file is 100% VIN coded and provides multiple vehicles per address giving you the most options to target the right audience for your campaign.

Append trade-in values to create an effective Buy-Back campaign targeting the exact types of vehicles your clients are looking for.

## Select Options

Make  
Model  
Year  
In-Market  
Additional Demographics also available

## Trade-In Value Append

Available on request

## Recommended Uses

Buy-Back Campaigns  
Service  
Conquest  
Insurance  
Automotive Aftermarket  
Traffic Builders

## Total Universe

65,000,000

## Frequency of Updates

Monthly