

Poris Data Services - Automotive Ownership Data Card

List Manager:

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You can always find the latest version of this datacard at:
www.porisdata.com/Poris-Datacard-current.pdf

Current Total:

220,447,622 Vehicles as of July 1, 2016
See below for breakdowns by Make, State, and Year

Description:

Poris Data Services' Automotive Database consists of current owners of Domestic and Imported Passenger Cars, Light Trucks, Vans, and SUV's, from model years between 1981 and the current model year.

Our data includes the Make, Model, Year, VIN, and Transaction Date for every vehicle in our database. We have Odometer (at time of data acquisition) and Gender of the owner for a significant portion of our records. We do not charge extra for these.

Our data are purchased from reputable compilers who purchase lists from a wide variety of sources such as Oil Change shops, Tire stores, Service Centers, and other permission based automotive sources.

WE DO NOT BUY ANY DATA FROM DMV SOURCES. WE ARE STRICTLY COMPLIANT WITH THE REQUIREMENTS OF THE SHELBY ACT AND OTHER RELEVANT REGULATIONS.

When you purchase a list from us, we always provide Name, Address, City, State, and Zip Code of the owner of the vehicles in your selection.

At your request (and at NO extra charge!), we provide the owner's Middle Initial and Suffix, Vehicle Make, Model, Year, Vin, Transaction Date, Transaction Month/Year, Transaction Year, Odometer, Drive Type (4WD, AWD, FWD, etc.), County, Domestic vs. Import, Luxury/Non-Luxury, Short VIN, DPV, Vehicle Type, Body Type, Phone Flag, Email Flag, and Radius (from a zip code).

WE DO NOT CHARGE EXTRA FOR ANY OF THESE SELECTS.

PLEASE NOTE: WE RESERVE THE RIGHT TO REFUSE TO PROVIDE VINS IF WE ARE NOT SATISFIED THAT YOUR NEED FOR VINS IS LEGITIMATE.

Compliance:

The Shelby Act applies to information obtained from the state, such as DMV, Secretary of State, etc. Our data are compiled from varied sources, then run through a series of sophisticated processes to ensure that our database contains only the most accurate and legally compliant information available.

Our list is NOT from any DMV or state provided sources and is 100% compliant with the Shelby Act and other related regulations.

Purchase of phone records (where applicable) and VIN records is strictly subject to applicable laws, and we reserve the right to refuse to sell you these data without explanation, if we feel it is necessary to ensure that we continue to comply with Federal Regulations.

Restrictions On Use:

We reserve the right to review your mail piece prior to delivery of data.

We will not sell data to those planning to include Make, Model and Year, and VIN data together in one mailer.

Please ask for more information about our recommendations for mail pieces.

Turnaround Time:

Standard orders are processed and delivered, following payment, within 24 hours, Monday through Friday, excluding holidays. Usually, our turnaround time is MUCH faster.

Large orders can take longer, due to the processing time required. Typically, this occurs on Nationwide/Multi-State orders.

Pricing:

Standard Retail Orders:	\$65/M (\$0.065/record)
List Broker's Rate:	\$55/M (\$0.055/record)
Multiple Vehicles per Address	\$80/M (\$0.080/record) (1 record = 1 address)
List Broker's Rate:	\$65/M (\$0.065/record)
Telephone (SAN req'd for DNC #'s):	\$30/M (\$0.030/record) (where available)
List Broker's Rate:	\$25/M (\$0.025/record)
Emails:	Contact us for details
Counts:	No Charge
Suppressions:	No Charge
Included (no charge) Selects:	<i>Middle Initial and Suffix, Vehicle Make, Model, Year, Vin, Transaction Date, Transaction Month/Year, Transaction Year, Odometer, County, Domestic vs. Import, Luxury/Non-Luxury, Short VIN, DPV, Vehicle Type, Body Type, Phone Flag, Email Flag, and Radius (from a zip code). We also can flag/select vehicles as "USED".</i>
Selects (Add'l Charge):	
Household Income	\$20/M (\$0.02/record)
Age	\$20/M (\$0.02/record)
Dwelling Type	\$20/M (\$0.02/record)
Home Owner/Renter	\$20/M (\$0.02/record)
Residence Length	\$20/M (\$0.02/record)
Ethnicity	\$20/M (\$0.02/record)
Black Book Estimated Value - 2000 and newer vehicles only	\$50/M (\$0.05/record)
Suppression of Customer Files:	No Charge
NCOA Verification Report:	No Charge
Random N'th Select Delivery:	No Charge
Dedupe (by address or household)	No Charge

Discounts are available for volume agreements or large orders - call to discuss.

Notes:
*Ranges from \$10,000 to \$1 million
Any age range
Single; Multi-Family, POB, Rural
Owner, Renter
In 1 year increments*

Payment and Credit Policies:

Pre-payment is required for all new customers

Orders cancelled after data is supplied must be paid in full unless other, written agreements are in place

Payment in full must be made prior to fulfillment of subsequent orders except by prior agreement

Updates and NCOA:

We perform major updates to our database twice per month. Typically, we change or add between 500,000 and 3 million records per month.

We NCOA (National Change Of Address) and CASS certify all newly received data immediately for both 18 month and 48 month changes of address, and we run the entire database through the NCOA/CASS process on a rolling 8 week schedule.

ESTIMATED Statistics as a Percentage of Total # of Vehicles in the Database	Number of vehicles:	100%	220,447,622
	Unique Households:	52%	115,197,964
	Unique Addresses:	48%	105,814,859
	Non-DNC Phones:	10%	22,412,094
	DNC Phones:	29%	64,217,163
	Age:	66%	144,630,141
	HH Income:	62%	136,629,551
	Dwelling Type:	94%	206,210,196
	Owner/Renter:	58%	128,085,859
	Ethnicity	61%	135,279,134
Residence Length:	63%	139,060,852	

Note: These percentages are approximate!

220,447,622 Vehicles as of July 1, 2016
See below for breakdowns by Make, State, and Year

* This is an estimate universe available from the most commonly used selects and is subject to change as the file updates*

Make	Count
ACURA	2,227,184
ALFA ROMEO	4,655
AM GENERAL	2,029
AMC	10,576
ASTON MARTIN	6,861
AUDI	1,046,979
BENTLEY	15,424
BMW	2,900,882
BUGATTI	10
BUICK	5,347,924
CADILLAC	3,287,621
CHEVROLET	32,296,729
CHRYSLER	6,060,403
DAEWOO	94,113
DAIHATSU	2,750
DATSUN	57,798
DODGE	15,171,903
EAGLE	133,748
FERRARI	6,247
FIAT	67,422
FISKER	418
FORD	35,608,319
FREIGHTLINER	120
GEO	552,236
GMC	6,477,323
HONDA	15,772,104
HUMMER	225,727
HYUNDAI	5,307,602
INFINITI	1,245,524
ISUZU	694,100
JAGUAR	375,437
JEEP	7,149,965
KIA	3,585,101
LAMBORGHINI	2,190
LAND ROVER	362,285
LEXUS	3,180,277
LINCOLN	2,201,222
LOTUS	4,891
MASERATI	8,336
MAYBACH	568
MAZDA	3,861,855
MCLAREN	578
MERCEDES-BENZ	2,957,190
MERCURY	3,568,081
MERKUR	5,823
MINI	350,148
MITSUBISHI	2,261,913
NISSAN	11,145,423
OLDSMOBILE	2,836,642
PANOZ	74
PEUGEOT	13
PLYMOUTH	1,585,532
PONTIAC	5,974,056
PORSCHE	313,710
RAM	738,420
RENAULT	779
ROLLS-ROYCE	3,102
SAAB	382,028
SATURN	2,599,305
SCION	645,650
SMART	36,958
SRT	127
STERLING	1,069

State/Territory	Count
AA	92
AE	18,368
AK	371,794
AL	1,347,412
AP	14,268
AR	2,019,477
AS	46
AZ	2,350,181
BC	1
CA	8,969,508
CO	5,618,110
CT	1,039,218
DC	153,816
DE	524,767
FF	1
FL	22,517,735
FM	38
FN	1
GA	3,102,542
GU	2,371
HI	163,987
IA	4,304,633
ID	1,512,778
IL	6,489,020
IN	1,953,364
KS	1,861,332
KY	4,912,026
LA	1,492,978
MA	3,186,145
MD	5,223,506
ME	1,683,510
MH	21
MI	8,429,133
MN	5,326,648
MO	6,201,812
MP	118
MS	3,883,620
MT	1,112,315
NC	10,586,106
ND	618,242
NE	1,965,339
NH	1,029,085
NJ	4,311,694
NM	712,349
NV	2,821,739
NY	5,412,257
OH	13,383,974
OK	1,161,946
OR	1,223,148
PA	4,463,905
PR	44,556
PW	25
RI	340,962
SC	2,141,719
SD	470,738
TN	7,303,768
TX	31,711,777
UT	1869930
VA	6717634
VI	2,004
VT	184,159
WA	6,952,133
WI	6,390,037

Year of Auto	Count
1981	380,107
1982	433,339
1983	645,872
1984	1,045,407
1985	1,287,413
1986	1,577,904
1987	1,718,223
1988	2,151,702
1989	2,465,527
1990	2,758,374
1991	3,121,811
1992	3,453,793
1993	4,210,342
1994	4,909,733
1995	5,814,224
1996	5,651,804
1997	7,121,150
1998	7,724,391
1999	9,399,878
2000	11,121,363
2001	11,612,366
2002	12,696,996
2003	12,809,912
2004	12,440,923
2005	12,516,041
2006	12,084,425
2007	11,896,810
2008	10,924,705
2009	7,204,123
2010	8,148,479
2011	8,064,804
2012	7,557,861
2013	6,858,934
2014	4,235,596
2015	3,273,576
2016	1,124,012
2017	5,702

Transaction Year	Count
1981	10,085
1982	13,597
1983	23,506
1984	39,780
1985	58,784
1986	84,858
1987	105,736
1988	142,438
1989	190,787
1990	239,667
1991	282,766
1992	377,711
1993	533,385
1994	706,819
1995	904,894
1996	1,147,412
1997	1,529,385
1998	1,958,114
1999	2,641,432
2000	4,164,606
2001	4,371,852
2002	5,479,992
2003	7,726,652

SUBARU	2,530,784
SUZUKI	666,331
TESLA	11,092
TOYOTA	21,477,835
VOLKSWAGEN	3631869
VOLVO	1,363,301
YUGO	2931

WV	1,959,220
WY	881915

Unique Households	117,697,194
Total Vehicles	220,447,622

2004	9,836,646
2005	11,230,354
2006	11,989,309
2007	15,860,817
2008	22,645,937
2009	16,032,884
2010	15,538,699
2011	21,379,359
2012	11,204,105
2013	17,241,311
2014	15,530,546
2015	13,644,414
2016	5,578,384

Body Type	Count
BUS	29
CHASSIS	47,017
COMM PICKUP/VAN	9,856
CONVERTIBLE	4265312
COUPE	12,401,323
FULL-SIZE	1,472,184
HATCHBACK	9,286,250
MINI-VAN	13,602,336
PICKUP	38740697
SEDAN	82,583,752
SUV	48,939,309
WAGON	9,099,557

Fuel type	Count
B (Bio-Diesel)	238,388
D (Diesel)	4,623,740
F (Flex Fuel)	12,631,005
G (Gasoline)	200,850,894
I (Plug-In)	38,353
L (Electric)	27,725
N (Natural Gas)	77,101
P (Propane)	3,905
Y (Hybrid)	1,956,511

Drive type	Count
4WD	31,477,661
4X2	4,529,986
4X4	8,834,061
AWD	16,478,601
FWD	114,475,795
RWD	44,651,518

Luxury/Non-Luxury	Count
Non-Luxury	192,963,729
Luxury	27,483,893

Domestic/Import	Count
Domestic	131,840,170
Import	88,607,452

Vehicle Type	Count
Bus	29
Car	117,636,194
SUV	48,939,309
Truck	38,797,570
Van	15,074,520