



Selling Lists  
Exclusively to the  
Direct Mail Industry

DATA  
CARD

The Highest Quality, Most Responsive Mailing Lists! [www.MailersHaven.com](http://www.MailersHaven.com)

#### AUTO SELECTS

Vehicle Make  
Vehicle Model  
Vehicle Year  
VINs  
First Seen  
Last Seen  
Vehicle Style  
Vehicle Class  
Number of Vehicles  
Vehicle MSRP  
Purchase Date  
Purchased New/Used  
Fuel Type  
Manufacturer Type

#### OTHER SELECTS

Modeled Credit  
Boat Data  
General Demographics  
Emails & Phones

#### SPECIFICS

Approximate Size:  
178 million households

#### COMPOSITION

Sources comprising over  
900 million records.  
DPAA and Shelby  
Amendment compliant.  
Largest and most accurate  
auto data on the market.

## Velocity™ Auto File

### File Description:

The Velocity Auto file is a premium auto database compiled from the ground up through sales and service of new and used vehicles, as well as other third-party sources. Collection methods undergo extensive due diligence to be 100% compliant with all state and federal laws.

Velocity is now available with our sophisticated count and order system. Run complex reporting, segments, multi-location radii and more, all with the best auto data on the market.

### File Highlights:

- The largest and most up-to-date VIN-driven automobile database in the country of approximately 178 million records in total.
- Multi-sourced from over 900 million records which allows us to validate, corroborate and provide the more accurate and complete records.
- Each base record comes standard with twenty free selects, including common demographics (age, income, gender, marital status, etc.) and a multitude of auto selects (see left margin).
- Full VIN is also available for output.
- Unique field called Last Seen, verifies the last date a transaction on the auto has been recorded. This is a great way to filter out older cars that may have been disposed of or transferred in a non-traditional way.
- Fully compliant with all regulations and laws including the DPAA and Shelby Amendment.
- Proprietary methods to scrub out records where the vehicle is not on the road, including suppressing vehicles that currently show up on dealer websites, vehicles exported out of the USA, and those that have become salvaged vehicles, and more.
- We can append Kelly Blue Book or Black Book values easily to data files.
- Emails available for output on approximately 35% of our Auto file.