

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:

225,089,194 Vehicles as of August 14, 2017
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):		Notes:
Household Income	\$20/M (\$0.02/record)	Ranges from \$10,000 to \$1 million
Age	\$20/M (\$0.02/record)	Any age range
Dwelling Type	\$20/M (\$0.02/record)	Single; Multi-Family, POB, Rural
Home Owner/Renter	\$20/M (\$0.02/record)	Owner, Renter
Residence Length	\$20/M (\$0.02/record)	In 1 year increments
Ethnicity	\$20/M (\$0.02/record)	
Black Book Estimated Value - 2003 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.		

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%	225,089,194	
Unique Households:	51%	115,197,964	
Unique Addresses:	48%	108,042,813	
Non-DNC Phones:	10%	22,883,985	
DNC Phones:	29%	65,569,269	
Age:	66%	147,675,360	
HH Income:	62%	139,506,316	
Dwelling Type:	94%	210,551,995	
Owner/Renter:	58%	130,782,734	
Ethnicity	61%	138,127,465	
Residence Length:	63%	141,988,808	

Note: These percentages are approximate!

225,089,194 Vehicles as of August 14, 2017
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	By State	Count	Year of Auto *	Count
ACURA	2,256,943	AA	86	1981	383,055
ALFA ROMEO	5,099	AE	20,089	1982	436,007
AM GENERAL	2,059	AK	362,266	1983	648,389
AMC	10,889	AL	1,331,010	1984	1,049,495
ASTON MARTIN	7,224	AP	16,188	1985	1,291,474
AUDI	1,084,634	AR	1,977,054	1986	1,582,631
BENTLEY	16,426	AS	65	1987	1,722,284
BMW	2,982,106	AZ	2,369,294	1988	2,156,200
BUGATTI	10	BC	8,924,625	1989	2,470,908
BUICK	5,408,727	CA	5,915,963	1990	2,761,278
CADILLAC	3,338,010	CO	1,027,445	1991	3,125,496
CHEVROLET	32,913,606	CT	154,167	1992	3,459,192
CHRYSLER	6,146,786	DC	523,875	1993	4,217,721
DAEWOO	93,658	DE	1	1994	4,924,070
DAIHATSU	2,757	FL	23,385,412	1995	5,833,496
DATSUN	58,059	FM	41	1996	5,672,654
DODGE	15,328,461	FN	1	1997	7,144,325
EAGLE	133,505	GA	3,084,862	1998	7,732,603
FERRARI	6,292	GU	2,438	1999	9,396,400
FIAT	78,659	HI	164,342	2000	11,103,843
FIKER	457	IA	4,247,400	2001	11,587,695
FORD	36,320,514	ID	1,603,987	2002	12,672,367
FREIGHTLINER	131	IL	6,398,786	2003	12,784,542
GENESIS	597	IN	1,940,953	2004	12,424,368
GEO	552,550	KS	1,844,921	2005	12,517,696
GMC	6,627,520	KY	4,979,319	2006	12,101,125
HONDA	16,144,467	LA	1,457,940	2007	11,924,968
HUMMER	225,675	MA	3,148,253	2008	10,957,681
HYUNDAI	5,500,270	MD	5,360,098	2009	7,226,835
INFINITI	1,281,231	ME	1,785,461	2010	8,185,276
ISUZU	693,089	MH	26	2011	8,137,432
JAGUAR	383,279	MI	8,300,398	2012	7,749,995
JEEP	7,341,464	MN	5,270,800	2013	7,265,045
KIA	3,762,680	MO	6,129,197	2014	4,940,871
LAMBORGHINI	2,197	MP	143	2015	4,131,763
LAND ROVER	376,754	MS	4,139,000	2016	2,712,607
LEXUS	3,252,874	MT	1,105,993	2017	655,150
LINCOLN	2,227,914	NC	10,948,541	2018	2,266
LOTUS	4,982	ND	610,216		
MASERATI	8,638	NE	1,939,618		
MAYBACH	569	NH	1,015,374		
MAZDA	3,943,450	NJ	4,238,222		
MCLAREN	800	NM	705,509		
MERCEDES-BENZ	3,048,049	NV	2,787,546		
MERCURY	3,564,806	NY	5,319,288		
MERKUR	5,842	OH	14,383,714		
MINI	364,670	OK	1,147,216		
MITSUBISHI	2,286,958	OR	1,228,167		
NISSAN	11,588,385	PA	4,399,511		
OLDSMOBILE	2,831,284	PR	45,145		
PANOZ	78	PW	31		
PEUGEOT	13	RI	338,651		
PLYMOUTH	1,580,667	SC	2,146,096		
PONTIAC	5,964,861	SD	467,333		
PORSCHE	327,592	TN	8,681,217		
RAM	861,805	TX	32,881,643		
RENAULT	780	UT	1,853,857		
ROLLS-ROYCE	3,505	VA	6,608,928		
SAAB	381,981	VI	2,299		
SATURN	2,595,160	VT	183,327		
SCION	660,503	WA	6,890,793		
SMART	39,780	WI	6,472,412		
Transaction Year	Count				
1981	9,980				
1982	13,473				
1983	23,288				
1984	39,468				
1985	58,261				
1986	84,313				
1987	105,090				
1988	141,468				
1989	189,320				
1990	237,512				
1991	280,147				
1992	373,992				
1993	530,091				
1994	701,288				
1995	896,663				
1996	1,134,903				
1997	1,511,184				
1998	1,936,108				
1999	2,605,706				
2000	4,054,999				
2001	4,293,369				
2002	5,360,979				

SRT	223
STERLING	1,071
SUBARU	2,645,541
SUZUKI	667,716
TESLA	18,084
TOYOTA	22,027,719
VOLKSWAGEN	3,714,109
VOLVO	1,379,061
YUGO	2,948

Body Type	Count
BUS	31
CHASSIS	52,112
COMM PICKUP/VAN	10,159
CONVERTIBLE	4,326,317
COUPE	12,544,461
FULL-SIZE	1,527,440
HATCHBACK	9,499,199
MINI-VAN	13,740,401
PICKUP	39,578,422
SEDAN	84,206,760
SUV	50,206,946
WAGON	9,396,955

Luxury / Non-Luxury	Count
Non-Luxury	197,057,730
Luxury	28,031,473

WV	1,868,858
WY	953,786

Unique Households	Count
	119,716,748

Total Vehicles	Count
	225,089,194

Fuel type	Count
BioDiesel	283,890
Diesel	4,720,719
Flex Fuel	13,174,678
Gasoline	204,705,659
Plug-in Electric	46,696
Electric	40,101
Natural Gas	78,951
Propane	4,140
Hybrid	2,034,369

Domestic / Import	Count
Domestic	121,159,416
Import	79,124,572

2003	7,545,837
2004	9,602,301
2005	10,929,945
2006	11,639,527
2007	15,449,821
2008	22,002,979
2009	15,527,164
2010	15,014,470
2011	20,647,894
2012	10,643,347
2013	16,249,160
2014	14,906,458
2015	13,629,614
2016	12,117,770
2017	4,600,674

Drive type	Count
4WD	31,536,564
4x2	4,873,488
4x4	9,567,262
AWD	17,087,394
FWD	116,878,315
RWD	45,146,180

Vehicle Type	Count
Bus	31
Car	119,973,692
SUV	50,206,946
Truck	39,640,693
Van	15,267,841