

# 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](http://www.porisdata.com/Poris-Datacard-current.pdf)

Current Total:

162,736,377 Vehicles as of April 10, 2018  
*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):  |  | <b>Notes:</b>                       |
| 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% | 162,736,377 |  |
| Unique Households:  | 57%  | 92,607,892  |  |
| Unique Addresses:   | 48%  | 78,113,461  |  |
| Non-DNC Phones:     | 10%  | 16,544,805  |  |
| DNC Phones:         | 29%  | 47,405,676  |  |
| Age:                | 66%  | 106,767,244 |  |
| HH Income:          | 62%  | 100,861,138 |  |
| Dwelling Type:      | 94%  | 152,226,183 |  |
| Owner/Renter:       | 58%  | 94,554,110  |  |
| Ethnicity           | 61%  | 99,864,248  |  |
| Residence Length:   | 63%  | 102,655,946 |  |

**Note: These percentages are approximate!**

162,736,377 Vehicles as of April 10, 2018  
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         | 1,696,511  |
| ALFA ROMEO    | 3,504      |
| AM GENERAL    | 1,143      |
| AMC           | 6,199      |
| ASTON MARTIN  | 6,597      |
| AUDI          | 847,195    |
| BENTLEY       | 14,172     |
| BMW           | 1,988,795  |
| BUGATTI       | 10         |
| BUICK         | 3,701,796  |
| CADILLAC      | 2,385,771  |
| CHEVROLET     | 24,495,526 |
| CHRYSLER      | 4,367,384  |
| DAEWOO        | 57,573     |
| DAIHATSU      | 865        |
| DATSUN        | 25,144     |
| DODGE         | 10,606,574 |
| EAGLE         | 58,746     |
| FERRARI       | 3,545      |
| FIAT          | 81,995     |
| FIKER         | 468        |
| FORD          | 26,173,713 |
| FREIGHTLINER  | 138        |
| GENESIS       | 1,208      |
| GEO           | 302,410    |
| GMC           | 5,054,099  |
| HONDA         | 11,684,926 |
| HUMMER        | 170,708    |
| HYUNDAI       | 4,500,415  |
| INFINITI      | 1,045,489  |
| ISUZU         | 414,474    |
| JAGUAR        | 261,212    |
| JEEP          | 5,497,371  |
| KIA           | 3,230,434  |
| LAMBORGHINI   | 1,254      |
| LAND ROVER    | 307,602    |
| LEXUS         | 2,325,946  |
| LINCOLN       | 1,518,851  |
| LOTUS         | 3,938      |
| MASERATI      | 5,529      |
| MAYBACH       | 388        |
| MAZDA         | 2,815,622  |
| MCLAREN       | 898        |
| MERCEDES-BENZ | 2,131,802  |
| MERCURY       | 2,214,290  |
| MERKUR        | 2,398      |
| MINI          | 288,741    |
| MITSUBISHI    | 1,556,028  |
| NISSAN        | 8,745,651  |
| OLDSMOBILE    | 1,600,317  |
| PANOZ         | 71         |
| PLYMOUTH      | 790,058    |
| PONTIAC       | 3,872,583  |
| PORSCHE       | 249,137    |
| RAM           | 920,861    |
| RENAULT       | 312        |
| ROLLS-ROYCE   | 3,273      |
| SAAB          | 242,505    |
| SATURN        | 1,698,173  |
| SCION         | 491,371    |
| SMART         | 33,987     |
| SRT           | 241        |

| By State | Count      |
|----------|------------|
| AA       | 117        |
| AE       | 19,018     |
| AK       | 213,163    |
| AL       | 671,239    |
| AP       | 14,863     |
| AR       | 1,314,903  |
| AS       | 52         |
| AZ       | 1,090,517  |
| CA       | 3,202,486  |
| CO       | 4,948,850  |
| CT       | 456,410    |
| DC       | 63,102     |
| DE       | 192,807    |
| FL       | 17,529,229 |
| FM       | 39         |
| FN       | 1          |
| GA       | 1,415,749  |
| GU       | 2,024      |
| HI       | 85,701     |
| IA       | 3,404,456  |
| ID       | 1,313,832  |
| IL       | 3,238,501  |
| IN       | 1,394,488  |
| KS       | 1,351,176  |
| KY       | 3,802,726  |
| LA       | 651,429    |
| MA       | 1,953,279  |
| MD       | 4,170,525  |
| ME       | 1,482,287  |
| MH       | 22         |
| MI       | 6,690,557  |
| MN       | 3,413,675  |
| MO       | 4,271,656  |
| MP       | 126        |
| MS       | 2,948,920  |
| MT       | 872,411    |
| NC       | 7,201,479  |
| ND       | 468,444    |
| NE       | 1,609,987  |
| NH       | 557,503    |
| NJ       | 2,536,786  |
| NM       | 285,700    |
| NV       | 2,429,704  |
| NY       | 2,615,583  |
| OH       | 11,339,623 |
| OK       | 557,350    |
| OR       | 493,908    |
| PA       | 2,001,347  |
| PR       | 15,027     |
| PW       | 22         |
| RI       | 148,811    |
| SC       | 1,595,292  |
| SD       | 400,709    |
| TN       | 6,740,957  |
| TX       | 30,014,461 |
| UT       | 1,438,592  |
| VA       | 5,161,906  |
| VI       | 1,503      |
| VT       | 100,711    |
| WA       | 5,855,063  |
| WI       | 4,958,773  |
| WV       | 1,171,629  |

| Year of Auto * | Count     |
|----------------|-----------|
| 1981           | 205,738   |
| 1982           | 233,468   |
| 1983           | 311,533   |
| 1984           | 504,039   |
| 1985           | 613,619   |
| 1986           | 749,080   |
| 1987           | 811,000   |
| 1988           | 1,051,335 |
| 1989           | 1,255,397 |
| 1990           | 1,420,432 |
| 1991           | 1,647,820 |
| 1992           | 1,874,130 |
| 1993           | 2,291,509 |
| 1994           | 2,778,420 |
| 1995           | 3,277,454 |
| 1996           | 3,220,552 |
| 1997           | 4,539,797 |
| 1998           | 5,095,390 |
| 1999           | 6,551,630 |
| 2000           | 7,264,609 |
| 2001           | 7,166,448 |
| 2002           | 8,281,678 |
| 2003           | 8,248,460 |
| 2004           | 8,371,793 |
| 2005           | 8,681,140 |
| 2006           | 8,543,990 |
| 2007           | 8,533,491 |
| 2008           | 8,147,201 |
| 2009           | 5,868,781 |
| 2010           | 7,752,993 |
| 2011           | 8,151,451 |
| 2012           | 7,791,304 |
| 2013           | 7,346,992 |
| 2014           | 5,196,334 |
| 2015           | 4,473,986 |
| 2016           | 3,064,069 |
| 2017           | 1,276,736 |
| 2018           | 142,539   |

| Transaction Year | Count     |
|------------------|-----------|
| 1981             | 1,065     |
| 1982             | 1,621     |
| 1983             | 2,704     |
| 1984             | 4,475     |
| 1985             | 6,678     |
| 1986             | 9,753     |
| 1987             | 11,136    |
| 1988             | 15,380    |
| 1989             | 21,394    |
| 1990             | 28,091    |
| 1991             | 32,669    |
| 1992             | 44,284    |
| 1993             | 66,783    |
| 1994             | 90,444    |
| 1995             | 111,583   |
| 1996             | 149,853   |
| 1997             | 253,369   |
| 1998             | 334,629   |
| 1999             | 621,874   |
| 2000             | 816,866   |
| 2001             | 1,055,829 |
| 2002             | 1,658,409 |

|            |            |
|------------|------------|
| STERLING   | 549        |
| SUBARU     | 2,144,990  |
| SUZUKI     | 475,019    |
| TESLA      | 20,921     |
| TOYOTA     | 15,784,735 |
| VOLKSWAGEN | 2,849,811  |
| VOLVO      | 951,582    |
| YUGO       | 794        |

| Body Type       | Count      |
|-----------------|------------|
| BUS             | 18         |
| CHASSIS         | 47,530     |
| COMM PICKUP/VAN | 6,423      |
| CONVERTIBLE     | 3,000,295  |
| COUPE           | 8,235,588  |
| FULL-SIZE       | 1,106,538  |
| HATCHBACK       | 6,488,047  |
| MINI-VAN        | 9,134,548  |
| PICKUP          | 29,138,202 |
| SEDAN           | 59,909,572 |
| SUV             | 38,333,651 |
| WAGON           | 7,335,926  |

| Luxury / Non-Luxury | Count       |
|---------------------|-------------|
| Non-Luxury          | 142,845,484 |
| Luxury              | 19,890,854  |

|    |         |
|----|---------|
| WY | 855,164 |
|----|---------|

| Unique Households | Count      |
|-------------------|------------|
|                   | 92,607,892 |

| Total Vehicles | Count       |
|----------------|-------------|
|                | 162,736,377 |

| Fuel type        | Count       |
|------------------|-------------|
| BioDiesel        | 310,971     |
| Diesel           | 3,521,226   |
| Flex Fuel        | 11,489,736  |
| Gasoline         | 145,618,327 |
| Plug-in Electric | 51,253      |
| Electric         | 45,769      |
| Natural Gas      | 47,331      |
| Propane          | 3,590       |
| Hybrid           | 1,648,135   |

| Domestic / Import | Count      |
|-------------------|------------|
| Domestic          | 95,459,310 |
| Import            | 67,277,028 |

|      |            |
|------|------------|
| 2003 | 3,588,098  |
| 2004 | 5,174,467  |
| 2005 | 5,664,983  |
| 2006 | 6,258,587  |
| 2007 | 9,905,435  |
| 2008 | 9,113,798  |
| 2009 | 7,114,577  |
| 2010 | 14,826,141 |
| 2011 | 20,398,932 |
| 2012 | 10,435,086 |
| 2013 | 15,911,699 |
| 2014 | 14,631,583 |
| 2015 | 13,352,133 |
| 2016 | 12,075,257 |
| 2017 | 8,329,238  |
| 2018 | 617,205    |

| Drive type | Count      |
|------------|------------|
| 4WD        | 20,754,509 |
| 4x2        | 4,690,409  |
| 4x4        | 9,314,331  |
| AWD        | 13,532,388 |
| FWD        | 83,941,191 |
| RWD        | 30,503,510 |

| Vehicle Type | Count      |
|--------------|------------|
| Bus          | 18         |
| Car          | 84,969,428 |
| SUV          | 38,333,651 |
| Truck        | 29,192,155 |
| Van          | 10,241,086 |