

# Automotive Central

MID: 888408-000

----- SRDS UPDATED/CONFIRMED -----

Jun 2, 2011

----- SELECTIONS WITH COUNTS -----

Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

Selections	Counts	Price per/M
Universe	637,492	\$60.00
Contact name	552,863	+25.00
General automotive repair shops	165,092	+5.00
New/used car dealers	113,497	+5.00
Women owned	29,781	+15.00
Carwashes	27,439	+5.00
Car/truck rental	24,681	+5.00
Minority owned	14,937	+15.00
RV/alternative vehicle dealers	13,426	+5.00
Boat dealers	12,579	+5.00
Tire dealers	30,601	+5.00
Motorcycle dealers	13,492	+5.00
Automotive manufacturers	12,521	+5.00
Auto parts & supply stores	57,698	+5.00
Towing & wrecking service	29,112	+5.00
Auto body repair & paint shops	69,832	+5.00
Auto transmission repair	11,264	+5.00
Muffler repair	7,341	+5.00
Brake shops	6,862	+5.00
Tire repair	4,651	+5.00

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	M	extra	
Geo Select	\$5.00	M	extra	
Minority/Female Owned	\$15.00	M	extra	
# Employees	\$10.00	M	extra	
Phone Number	\$15.00	M	extra	
\$ Volume	\$10.00	M	extra	
SIC	\$5.00	M	extra	
Title/Contact Name	\$25.00	M	extra	
Key Coding	\$3.00	M	extra	

----- PERSONNEL -----

List Owner

Datamatrix Lists  
 3530 Route 27, 2nd Floor  
 Kendall Park, NJ 08824  
 Phone: 732-940-1500  
 Fax: 732-940-1501  
 E-mail: [sales@datamatrixlists.com](mailto:sales@datamatrixlists.com)

Contact Title Phone Fax E-mail

List Manager 732- 732- [sales@datamatrixlists.com](mailto:sales@datamatrixlists.com)  
 940- 940-  
 1500 1501

----- SUMMARY DESCRIPTION -----

Automotive related businesses in America.  
 90% male, 10% female.

----- DATACARD DESCRIPTION -----

AUTOMOTIVE CENTRAL IS YOUR ONE STOP LISTING OF CAR DEALERS, REPAIR SHOPS, CARWASHES OR ANY OTHER AUTOMOTIVE RELATED INDUSTRY ACROSS THE COUNTRY. THESE BUSINESSES PURCHASE A WIDE VARIETY OF CAR-RELATED PRODUCTS AND WILL SPEND GENEROUS SUMS TO INCREASE THEIR PROFIT POTENTIAL. MORE THAN 95% OF THE BUSINESSES ON THIS FILE HAVE LESS THAN 50 EMPLOYEES AND ALL RECORDS HAVE CONTACT PHONE NUMBERS FOR THEIR INDIVIDUAL LOCATIONS. THE INFORMATION ON THIS FILE WAS SOURCED FROM BUSINESS DIRECTORIES, GOVERNMENT RECORDS AND OTHER PROPRIETARY DATA. THESE AUTOMOTIVE BUSINESSES ARE EXCELLENT PROSPECTS FOR ANY CAMPAIGNS DEALING WITH AUTO PART SUPPLIERS, TOOL MANUFACTURERS, MECHANICS TRAINING PROGRAMS AND OTHER CONTINUING EDUCATION, CREDIT CARD OFFERS, BUSINESS LINES OF CREDIT, MARKETING OR ADVERTISING ASSISTANCE, OFFICE SUPPLY STORES OR OTHER ESSENTIAL BUSINESS SERVICE LIKE ACCOUNTING OR TECHNICAL SUPPORT.

SRDS Classification

USA Business 17 Automotive

----- LIST SOURCE -----

Source	Note
Compiled	Directories

----- COMMISSION, CREDIT POLICY -----

15% commission to agencies. 30% commission to brokers;  
 10% commission to managers.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per	Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra	
E-mail	\$50.00		fee	
Cartridge	\$50.00		fee	
CD-ROM	\$50.00		fee	

FTP \$50.00 fee

----- **RESTRICTIONS** -----

Telemarketing is allowed. Net name is allowed. Exchange is not allowed. Reuse is allowed.

----- **UPDATE SCHEDULE** -----

Updated monthly.