

MOTORING

A large database of motorists with excellent targeting variables. Use email, telephone or postal channels to make your connection to them.

PRICES ARE
AVAILABLE
ON REQUEST

Terms & Conditions apply.



IMMEDIATE | ACCURATE | INTELLIGENT

A recent report by the SMMT* shows that the UK has almost 32 million cars on the road, and that households without a car are now fewer than 25% and continues to fall, meaning that motoring among consumers is on the rise.

*The Society of Motor Manufacturers and Traders.

TPL Media recognises that motoring is important to consumers and it surveys consumers about their motoring needs. This extends to the make and model of the vehicles in the household, to motor warranties and to insurance and breakdown requirements. This enables precise targeting of motorists to improve insights of existing marque drivers or to stimulate interest for new vehicle acquisition or for motoring related products and services.

Typical selections:

- Make and model
- Households with two or more cars
- Petrol or diesel vehicles
- Motorcycle owners
- Female drivers
- Insurance renewal dates
- Breakdown cover
- Large families
- 17-25 year olds
- Occupation
- Van drivers
- Over 50 year olds