



FOR IMMEDIATE RELEASE:

CONTACT:

Rob Sanchez

President

List Management and Interactive Services

914.368.1030

[rsanchez@meritdirect.com](mailto:rsanchez@meritdirect.com)

**MeritDirect Launches Auto Enthusiasts – New-to-Market!**

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) is proud to announce the launch of the [Auto Enthusiasts](#) files. MeritDirect brings you the Auto Enthusiasts Database, consisting of the most comprehensive, accurate information on automobile owners available in the United States.

There are over 60MM records in total on this database (1MM new records added every month). This file is 100% Shelby Act compliant. The source is from a combination of three different areas: Reporting Agencies, Auto Insurance company records, and all States that can still provide DMV information post-Shelby Act.

- Target vehicle owners by exact Make, Model, Year and even Odometer readings!
- Plus: Append highly-targeted demographical information such as: Age, Income level, Household size, and Lifestyle traits.

For additional information from MeritDirect, please contact [Greg Policastro](#) at (914)368-1045.

**About MeritDirect:**

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect's list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

###