



**L2**

**BETTER DATA  
BETTER DECISIONS**

# L2 NATIONAL AUTOMOTIVE DATABASE

Working with multiple trusted and quality sources in the automotive data space, L2 has created the most robust in garage database available. In addition to make and model, L2 has incorporated hundreds of additional fields of demographic, consumer, and modeled behavioral data. Our national database is even more powerful when leveraging our best-in-class data mapping platform.

**Quickly and accurately find car owners in America**

For nearly 50 years, L2 has provided the highest quality data available in the political and commercial space. Our automotive database is curated and processed with the same level of precision. Like L2's award-winning VoterMapping platform, L2's AutoMapping platform is visualized across the U.S.



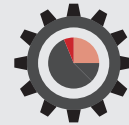
## TARGET

Select from hundreds of fields of auto, dealer, demographic, and area data selections



## ANALYZE

Use L2's high-speed database layered over the map for instant and actionable analysis



## EXECUTE

Target by selected demographic group or by area selections including cable zones, DMA, zip, city or custom areas

### Standard Fields Include:

#### Automotive Data:

Make  
Class  
Fuel Type  
Model  
Series  
Year  
Purchase Method  
Transaction Type  
Registration Date  
Lien  
Likely to Purchase  
New or Used

#### Dealership Data:

Sales Volume  
Credit Score  
Employment Size  
CSA Code/Description  
New or Used  
Franchise Specialty  
Secondary Specialty  
Year Founded

#### Area Targeting:

State  
County  
Zip  
City

Cable Zones  
DMA  
Custom Polygons/  
Radius Selections

#### Demographics:

Age  
Gender  
Ethnicity  
Veterans  
Married  
Language  
Children  
Income  
Occupation

Education  
Home Value and Property  
Type  
Hobbies & Interests  
Gun Ownership

#### Modeled Behavior:

Political Leanings  
Issue Preferences  
Read Mail  
On Social Media  
Rideshare User  
TV Viewer or Cord Cutter