



### MIB Fleet Decision Makers Database

Postal address with tel: 80,424

Postal address, tel and email address: 48,128

#### Description /Profile

With Fleet Data ranging from the number of Cars, Vans and Trucks to the brands of Tracking Systems and Fuel Cards used, mib Fleet Data provides an essential source of niche information for organisations wishing to sell their automotive products and services to Fleet Contacts.

Their fleet data contains 60,242 fleet contacts running a fleet of vehicles. They are only interested in the actual fleet contact responsible for purchasing vehicles and other automotive products on behalf of their company; making sure your marketing activities will reach the correct person.

Over the years they have been working with some of the biggest brands in the automotive sector. This has provided a great understanding in all areas of the sector from Tracking Systems to Fuel Cards. The fleet data will provide you with greater insight into your prospecting, enabling a more targeted approach, and ending in increased sales.

The File contains: Company name, postal address, telephone number, contact name, job title, email address (where available), total number of vehicles in fleet (number of cars, vans, HGV's, buses), and the ownership status (leased, owned)

#### Selections/Available

##### Type of Vehicle

Type of Vehicle	Vehicle volume	
Car	2-4	5-10
Van	11-15	16-20
HGV (Heavy goods vehicle)	21-30	31-40
	41-50	51-75
Bus	76-100	100+
Trailer		

##### Vehicle ownership status

Leased  
Owned  
Leased & Owned

#### Rates

##### Single Use Rates

Postal	£175/000
Email	£250/000

##### 12 Month Lease Rates

Postal	£275/000
Postal, Telephone, Email	£600/000

##### Data Purchase Rates

Postal, Telephone, Email	£900/000
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##### Selections

Geography	£10/000
Job Title	£10/000
Number of vehicles	£10/000
Ownership status	£10/000
Type of Vehicle	£10/000
SIC Code	£10/000

Delivery	£35 flat
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##### Terms & Conditions

Minimum order: 5,000 records or £1000  
Emails released: Yes  
Delivery: 2/3 working days after approval

For counts or more information contact:

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