NEW & USED AUTO DATASETS

Discover trends and derive insights from our 24-month historical auto data

Do Gen Xers purchase more EVs than other generations? Is the economic downturn driving more families to consider smaller cars? Lighthouse List has a wealth of new and used auto data dating back as far as 2019. Our data is based on quality vehicle, demographic, transactional and behavioral data, enabling you to get a clear picture of the different factors driving the auto industry today. We can also help you to better predict which options, packages and price points will sell well in order to help you control your inventory more effectively.

DRILL DOWN BY KEY AUTO FEATURES

Our new and used auto datasets enable you to drill down by:

Vehicle Type	Fuel Type	Under-the-hood Features	Vehicle Features
Economy	EV	Cylinders	Exterior Color
Compact	Gas-powered	Engine Size	Make & Model
Luxury	Hybrid	Transmission	Price
SUV			Year

READY TO GET STARTED?

If you're ready to make the most of our new and used auto datasets across direct mail, email and digital channels, talk to us today about your specific data needs. Perfect for the auto industry as well as hedge funds and quant funds, use cases for our auto data include loyalty programs, service programs, warranty programs and after-market parts.

Our database includes:

14MM new cars

35MM used cars in 2021

For recommendations or custom queries, contact:
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