

# ActionBase

## Motorcycle Owners By Make, Model & Year

581,015\* Last 20 Month Motorcycle Owners \$95.00/M  
37,400 Monthly Hotline +15.00/M

\*Full universe: 3,014,221

### Description

ActionBase Motorcycle Owners is one of the only files available on the market where you can identify the type and make of Motorcycle owned. Cruiser owners are very different from sport bike owners and Actionbase can segment these groups. Bikers come in all shapes and sizes - from construction workers to brain surgeons and everything in between. And their needs, interests and lifestyles outside of riding are just as diverse. The file is predominantly male (approximately 80%) with a median income of \$51,000.

The file is selectable by Make, Model and Year of the bike and includes such popular makes as Harley Davidson, Suzuki, Honda, Yamaha, Kawasaki. Lesser-known custom bikes are also available on this file.

The source of the file is primarily point of sale transactions including dealerships and service locations. Bikers on this file can be targeted for a variety of offers including extended warranties, insurance, travel, sports, after market parts and accessories, publications, investing and credit cards among others.

### Source

Point of Sale

### Selections

|                                |         |
|--------------------------------|---------|
| Age .....                      | 8.00/M  |
| Gender .....                   | 6.00/M  |
| Geo .....                      | 6.00/M  |
| Income .....                   | 8.00/M  |
| Make .....                     | 12.00/M |
| Year .....                     | 12.00/M |
| Model .....                    | 12.00/M |
| Harley Owners - L12 mos.....   | 90,052  |
| Honda Owners - L12mos.....     | 45,611  |
| Suzuki Owners - L12 mos.....   | 18,902  |
| Kawasaki Owners - L12 mos..... | 17,665  |
| Yamaha Owners - L12 mos.....   | 18,182  |

Please inquire for more available selects.

### Addressing

|                      |        |
|----------------------|--------|
| Running Charges..... | 8.00/M |
| FTP Fee .....        | 50.00  |
| E-mail Fee .....     | 50.00  |

**Minimum Order:** 10,000 names



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