



## NEW CAR BUY BACK DATA

### Database Overview:

The UK legislation to buy back used cars has been established to help the turnaround of the UK New Car market. FTC Media have established those consumers in the UK that meet the criteria to receive the government incentive.

Complete with Name, Address, Telephone numbers and email addresses.

### Selectable Criteria:

Gender  
Income  
Geography (Postcode)  
Email  
Mobile  
Age Range

### Guarantees:

Matched against preference service listings on the day of despatch including TPS, MPS and NCOA/GAS suppression files we offer the following guarantees:

97% Deliverability  
95% Active Telephone Numbers

Invalid records will be replaced on a 2-1 replacement policy.

FTC Media SLA >> <http://www.ftcmedia.co.uk/sla.pdf>

### Costs:

Name / Address: £140 per 1,000 Records  
Name / Address / Tel: £185 per 1,000 Records  
With Email + £50 per 1,000 Records  
Email Only: £160 per 1,000 Records

Minimum Order 3,000 Records

Prices do not include VAT

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