

Automotive Aftermarket

- Reach consumers who own a vehicle. Tell them about your product or service.
- Reach consumers when their vehicle & it's condition is top-of-mind. Have an impact with your message.
- Today Americans own 1.7 automobiles which has increased 95% since the 1960's. *Reach them at the pump!**
- On average men and women are driving 306 miles per week and over 1,100 miles per month. The number of trips taken has increased by 60% over the past 25 years.**
- Reach Super Commuters*** & Mega Milers****: These are married people with children, who are upscale, educated, and own their own home.
- Super Commuters*** & Mega Milers**** are harder to reach with such media as television & newspaper.***
- Consumers average up to 5 gas station visits per month.*****
- Your ad is visible and lit 24/7

*Source: Article Brand Building in the 21st Century by Lori Wellinghoff Sr. VP Clear Channel Advantage
 **Source: The Arbitron Outdoor Study: 2001 Arbitron Inc..
 ***Super Commuters: Endure the longest commute. Average 54 minutes one-way, per Arbitron In-Car Study.
 ****Mega Milers: Travel more than 261 vehicle miles per week, per Arbitron In-Car Study.
 *****Source: Arbitron In-Car Study. 2003 Arbitron Inc./Edison Media Research
 *****Source: Nacs USA Money September 29, 2005

