

Press Release

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WEGENER CLAIMS POLL POSITION WITH NEW FLEET DATA FILE

Wegener DM, one of the UK's leading specialists in business data solutions, has announced the re-launch of its database covering the country's automotive vehicle fleets. Formerly known as "VehicleFile", the new Fleet Data File contains both actual and modelled data and provides information on more than 487,000 company cars, vans and trucks in the UK, including everything from vehicle make to financing arrangements.

Steve Cook, commercial director, Wegener DM Business Data, says: "Using a blend of high-level tele-researched data on 100,000 sites and sophisticated modelling techniques, we are confident that we have one of the most targeted databases around. Fully integrated with the rest of our PrimeFile *plus* business data universe, our fleet database enables anyone marketing automotive products and services to be sure they can deliver their message to the right person.

"Because it's modelled on real data, not based on speculation, we are sure it will produce significantly better quality results than any existing product on the market right now. That's why we've only made available 487,000 records – our analysts have appended fleet size predictions across the whole of our PrimeFile *plus* database and then graded each record with a confidence level, rather than simply releasing an unqualified model for all businesses on the basis logic says they have a car."

Tele-researched real data includes information on named transport managers, car, van and truck fleet size, fork lift trucks, total fleet size, financing arrangements (buy/lease or hire), onsite vehicle workshops and vehicle makes. It also breaks down the data to site-specific level, not just data for head office locations only. The data can then be further refined by number of employees, industry type and other financial data about the business.

Wegener DM Business Data is part of the Dutch owned Wegener DM group, and is one of Europe's leading providers and lifestyle data and data solutions to a wide range of blue chip clients. Overall in the UK the company has a turnover of £30 million and employs over 450 people, including 30 at its office in Leamington Spa.