

Luxury Car Owners

| TARGET:

Luxury Car Owners

| MARKET:

New York City, San Francisco, London

| METHODOLOGY:

60-Minute Telephone / Web IDs

SPECS:

HNW individuals \$6mm/£400k

Range of ages some younger than 30 or older than 50

They have a requirement for personal transportation devices

Gender break down 4 men 1 woman

SAMPLE PROFILES:

- Chief Marketing and Commercial Officer
- Managing Director
- CTO - Executive ME