

# Insightful demographic information on the buyers of vehicles



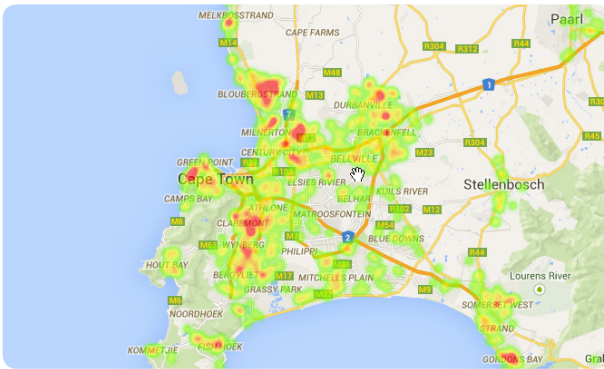
**Easily Accessible**



**Subscriber Based**



**Updated Daily**



**Provides marketing insight** into the age, gender, race, income group and location of buyers across South Africa.

AutoDSA is updated daily with **new information on who is buying new and used vehicles** upto 5 years old.

Instead of doing individual studies that provide a 'fixed' single viewpoint, AutoDSA **provides a 360 degree market view of buyers**, as well as the **various brands and model types** being bought.

- Information is viewed in **various graphs and table formats** that can be **exported into Excel**.
- The information is **segmented by brand or vehicle type** classification making it **easy to search** and allowing for **comparison amongst various brands and models**.

