



After personnel, the company car fleet is often one of the largest fixed costs faced by businesses. Often this decision is made by a finance professional: taking into consideration diverse factors like depreciation, weighing up the pros and cons of lease vs ownership, and toting up the cost of insurance so that assets are declared properly on the balance sheet.

Use the VNU database to target these financial decision makers with your fleet offer.

#### Selections include

Job function

Turnover

Contact Options	Volumes	Costs
Mail	10,479	£160 per '000
Telephone	5,383	£230 per '000
Opt-in Email	7,540	£320 per '000

First two selections free, further selections £5 per '000

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