

Reach drivers, buyers, and brand loyalists.

Automotive audience segments built from real in-market signals - from brand consideration and ownership to parts, services, and enthusiast behaviour.

NDR is a global data provider delivering thousands of privacy-compliant audience segments across mobile and desktop. Our Automotive data captures the full purchase journey — from early brand consideration to active in-market buyers — enabling precise, outcome-driven targeting for OEMs, dealerships, aftermarket brands, and auto services.

Why NDR



Full purchase funnel coverage

From enthusiasts and researchers to active in-market buyers and current owners — segments that match every stage of the automotive decision journey.



Brand-level targeting precision

Target audiences actively considering specific makes — from volume brands like Toyota and VW to premium and luxury like Porsche, Tesla, and Lexus.



Privacy-first, always

Fully GDPR and CCPA compliant. Aligned with IAB Transparency and Consent Framework. Built for a cookieless world.

Automotive segment highlights

In-Market Buyers

- Considers a Toyota
- Considers a VW
- Considers a Mercedes-Benz
- Considers an Audi
- Budget Cars

Premium & Luxury

- Considers a Porsche
- Considers a Tesla
- Considers a Lexus
- Owns a Lexus
- Considers a Volvo

Ownership Signals

- Owns a caravan
- Owns a pickup truck
- Make - Honda
- Make - Subaru
- Make - Jeep

Aftermarket & Services

- Vehicle Parts & Accessories
- Vehicle Services
- Online Shopping: Auto Parts
- Used Cars
- Repairing Cars

Enthusiasts

- Interested in Cars
- Motormaniacs
- Repairing Cars
- Sailing - Owns a Boat

Volume Makes

- Considers a Ford
- Considers a Renault
- Considers a Hyundai
- Considers a Kia
- Considers a Skoda

and many more!

Privacy & compliance

All NDR segments are fully compliant with GDPR and CCPA regulations, and aligned with the IAB Transparency and Consent Framework (TCF). Our data collection and processing practices meet the highest industry standards, so your campaigns are not only effective, but built on a foundation you can trust. No compromises on quality, no shortcuts on consent.

Let's find segments that will fit your campaign the best!

Our team will help you identify the right Automotive audiences for your goals - reach out and let's build your targeting strategy together.

Contact Goran to find your audience: goran.eklof@nordicdataresources.com