



Contact Media Relations  
412.327.2604

[info@women-drivers.com](mailto:info@women-drivers.com)

For Immediate Release – July 16, 2012



## Women-Drivers.com Launches Mobile Technology to Help Grow Dealers Reputation with Women

**PITTSBURGH, PA** – Car dealer review website Women-Drivers.com has announced that to assist car dealers in getting consumer reviews while the “iron is hot”, the company has added a mobile platform that allows women to write reviews directly in the showroom or service lane.

The launch of this location-based mobile technology is being accompanied by the “**WE CARE. Scan-Review-Share**” campaign. Dealers receive personalized table cards with QR codes that are given to salespeople, the F and I manager, the Service manager, and Cashier. They are also left in the service lounge area. Women with smart phones simply scan the QR code and are directed to their dealership’s review page.

With 4 in 10 customers projected to own smart phones by the end of this calendar year, it is important for all dealers to tap into this market now. The mobile site provides more freedom and flexibility for customers who have a few extra minutes when buying a car or having their car serviced. It’s an opportune situation for a dealer to maximize a positive experience by asking women to write a review about their purchase, service, or browsing experience.

“Having an in-store mobile option to get reviews from this powerful buying demographic helps us track our customer service in the form of real-time reviews” explains Victor Olive, General Manager of Day Chevrolet in Murrysville, Pa. “While customers have good intentions to write a review when they go home, many don’t always get around to it. Now, with a little extra time in our store, we welcome the opportunity for them to share their experience.”

Dealers use this site to build trust and transparency and to achieve the **Certified Women-Drivers Friendly™** status. These dealers receive a number of no-cost benefits including:

- SEO Optimization
- Facebook Integration of positive reviews to build social community
- Facebook “Like” button added to dealer’s review page
- Ability to respond, thank and engage each reviewer
- Top placement in search engine
- Certified logo for promotional use

To add a dealership and begin capturing reviews, visit [m.women-drivers.com](http://m.women-drivers.com) .

**About Women-Drivers.com** Women-Drivers.com is a marketplace connecting women buyers to trusted Certified Women-Drivers Friendly™ car dealers. The company encourages extraordinary commercial experiences and lasting relationships between dealerships and consumers. Women-Drivers.com provides car dealers with distinct, web-based marketing solutions that build trust and transparency, resulting in greater sales and servicing from women. Women-Driver.com publishes a platform of integration services with women+family content for dealerships to distinguish and market themselves.