



Kelly Ford Named Top 2014 Women-Drivers Friendly Dealer

Reviews Show Consistent, Extraordinary Experiences by Women

PITTSBURGH, PA - Last year, women purchased an estimated 27.5 million vehicles – an impressive 75,000 units a day at new and used car dealerships. Women-Drivers.com, the premier car dealer review site focusing on women car buyers, has recently named Kelly Ford of Melbourne, Florida the *Top 2014 Women-Drivers Friendly Dealership*.

“We are thrilled to honor Kelly Ford with our top 2014 recognition. Our company works with about 600 dealers nationally and all of them are committed to great service. What separates Kelly Ford is the degree and consistency of service being delivered, experienced and acknowledged by their women shoppers and buyers. Glenn Wood’s team shows transparency and their exceptional service has women driving further to buy from this store as a result,” said President Anne Fleming.

Women have felt underserved by the auto industry in the past, but reviews and ratings on Women-Drivers.com show that, on the whole, women are having very positive experiences at car dealerships like Kelly Ford. Not surprisingly, when studying the data by dealership, distinct differences are revealed.

When it comes to buying a car, women no longer spend months shopping around and researching dealers. They value their time and use trusted car dealer review sites to help them determine where to purchase their next car.

Women usually browse dealer review sites when at home or use their smart phones. According to Pew Research, approximately 80% of Americans will have smart phones by the end of 2014; this means more potential car buyers are scrolling through dealer review websites to find the best dealership experience in town.

The truth of the matter is that dealers should now focus on reviews - especially reviews from women buyers. According to JD Powers, women are more generous in rating their dealership experience and leave higher scoring reviews than their male counterparts!

About Women-Drivers.com --- Women-Drivers.com is the premier car dealer women’s review service, connecting women to Certified Women-Drivers Friendly® Car Dealers. We encourage extraordinary commercial experiences and lasting relationships between these two groups. The Company provides innovative web-based marketing solutions that build trust and transparency, resulting in greater sales and servicing from women. Follow us on Twitter@womendrivers.