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## **LATEST AUTOMOTIVE SURVEY SHOWS MORE WOMEN PLAN TO LEASE**

### *Swapalease.com Survey Data Reveal Latest Gender Differences In Car Leasing*

**PITTSBURGH, PA- Women-Drivers.com** A new survey from national car lease marketplace Swapalease.com reveals new insight into the difference in how men and women view a car lease. Swapalease.com, the nation's largest car lease marketplace, conducted an online poll of 700 drivers during May. While the results show women have been reluctant to lease in the past, that trend may change in the coming years.

According to the results, 42.2% of women said they had never leased a car, compared with 23.6% of men. Conversely, 15.5% of women have leased five or more cars in their lifetime, compared with 26.2% of men. Looking forward, though, 67.2% of women say they are "likely" or "extremely likely" to consider leasing their next vehicle, compared to roughly the same amount of men (70.4%).

"The increased number of women interested in leasing their next vehicle can be attributed to the fact that women are more educated about car lease shopping today," said Anne Fleming, President and Car Buying Advocate for Women-Drivers.com. "Leasing isn't as mysterious anymore to women, and our Women Satisfaction Index shows that women have a better experience at the dealership today when leasing a vehicle."

The survey also shows there are specific gender preferences among certain vehicle brands. While many brands are viewed similarly between the two genders, men prefer BMW and Cadillac over women. However, more women prefer Honda, Lexus, Toyota and Nissan compared with men. "Women shop with practicality and value in mind compared with performance, which supports why women would choose these brands," added Fleming.

Other findings from the results show 40% of men prefer lease terms of 24 months, while 33.6% of women prefer 36-month terms. Additionally, more women prefer less expensive monthly payments, with 44.2% of women seeking a lease for \$299 or less compared to just 24.7% of men.

Swapalease.com enables lease shoppers to customize a number of characteristics on their next lease, including price, months remaining and mileage. Shoppers can search for vehicles that have specific terms that best fit their current automotive needs. What's more, drivers can also use Swapalease.com to exit their lease on their terms, without financial penalty.

**About Women-Drivers.com** Women-Drivers.com is a marketplace connecting women buyers to trusted *Certified Women-Drivers Friendly™* Car Dealers and encourages 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.

**About Swapalease.com** Headquartered in Cincinnati, Ohio, Swapalease.com is the world's largest automotive lease marketplace and the pioneer in facilitating lease transfers online. More specifically Swapalease.com matches individuals who want to get out of their lease with people who are looking for short-term lease agreements. Prospective buyers can search the listings for the exact vehicle they want, and then register for a nominal fee, allowing them to use Swapalease.com's safe online system to contact the prospective seller and close the deal. For more information about Swapalease.com or how to exit your lease early, call 866- SWAPNOW or visit [www.swapalease.com](http://www.swapalease.com).