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## **Accelerating Brand Reputation Tools to Assist Dealers in Selling Cars to Women**

Pittsburgh, PA – **Women-Drivers.com** recently announced new features to its no-cost brand reputation management tools available to car dealerships. The site connects women buyers and browsers with *Certified Women-Drivers Friendly™ Dealers*, and allows users to locate these dealers quickly by searching zip code, brand and mileage radius. To do so, the site has been redesigned with more attractive colors and easier navigation tools for consumers.

“Women-Drivers.com provides women a broader choice about where to buy and service their vehicles and connects them with *Certified Women-Drivers Friendly™ Dealers* in their respective cities”, said Anne Fleming, company president. “We have taken a pro-active step in upgrading our services to meet the demands of dealerships embracing the benefits of our dealer reputation site. The increasingly growing numbers of ‘certified’ dealers warranted expanding our offerings.”

### **Enhanced Tools for ‘Certified’ Dealers**

Dealers have a number of tools now available. Positive reviews are automatically posted through an application into a dealership’s social channels, including Facebook and Twitter.

Dealers can now engage and interact with reviewers and acknowledge their comments turning reviews into the highest scoring ones. This allows all viewers to not only read the reviews but also the conversation thread between dealership and consumer.

When a dealership meets the criteria and becomes *Certified Women-Drivers Friendly™* they are immediately notified and receive a toolkit with a ‘certified’ seal and can begin using it in their on- and off-line marketing and advertising. As importantly, these dealers are provided search engine optimized techniques which typically result in page one placement for local search engines, as well appear first in the site’s database.

### **Valued Analytics about Women’s Experiences**

Participating dealers can subscribe to receive their exclusive Women's Satisfaction Index<sup>®</sup> (WSI) report and analytics from the reviews written by women about their experience at your dealership. Our multi-section report allows for a clear understanding into the behaviors and experiences of your customers in three categories – Buying, Servicing and Browsing, including WSI by salesperson. The monthly report provides a pathway to turn more browsers into buyers.

Jeffrey Mountain, Internet Manager of Monroeville Chrysler Jeep, an early adopter of the SEO and marketing tools available through the site states, "Women-Drivers.com has enabled us to not only build our business through testimonials but also to educate us and our staff. As one of the top rated dealerships in the country, these tools provide facts and real feedback that are helpful for not only for our entire dealership but most importantly the sales professionals."

### ***About Women-Drivers.com***

***Women-Drivers.com*** is a brand reputation website where women review their Purchasing, Browsing and Servicing experiences at car dealerships and connect with Certified Women-Drivers Friendly™ Dealers. Dealerships that achieve a specific criteria use this status to distinguish and market themselves. With the growing purchasing power of women, the company provides a number of innovative services to assist dealers in attracting more women buyers.