



For Immediate Release
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Contact
Media Relations
412.327.2604
info@women-drivers.com

What Do Women Experience When Having their Car Serviced? Women-Drivers Provides Latest National Research

"The only criticism I have about any car dealer and their service department...is that there seems to be a direct correlation between the amount of labor and the bill charges...why does an oil change take 2 hours? Routine maintenance should be just that." Lani R. in Virginia

"They never under quote. I usually pay less than I was expecting. I haven't had to return my vehicle because something wasn't working. I get timely updates from them" Kelle M. in Florida

"I felt that I was taken advantage of, and I will never be back again. I would never recommend this dealership to any woman, because they clearly knew that I had no mechanical knowledge and took advantage of my ignorance." - Margie M. in Arizona

Women-Drivers.com published their first research findings after receiving thousands of reviews from consumers on their Servicing experience at car dealerships. The market research company, recently featured on [ABC News](#), provides highlights of the latest aggregate Women Satisfaction Index or WSI® report, detailing what consumers actually experience when servicing their vehicle.

Where women have most of their service work completed:

- The dealership where they purchased their car: 54%
- Another dealership: 27%
- Mechanic: 15%
- Retail service center: 4%

Felt it was easy to schedule their service visit:

- Yes: 61%
- No: 39%

Felt they were treated respectfully by the service manager/ or advisor:

- Yes: 71%
- No: 29%

Were informed of the progress of their service:

- Yes: 83%
- No: 17%

Top reasons for not using the dealership's service center:

- Cost:
- Not satisfied with last experience
- Location

Of the women who did not use the dealership center, which amenities would encourage them go:

- Media center: 42%
- Coffee or café: 26%
- Bistro or deli: 17%

- Courtesy vehicle: 11%
- Child care: 4%

Car owner was satisfied with the cleanliness of the vehicle upon pick-up:

- Yes: 93%
- No: 7%

Car owner will return to this service center for future needs:

- Yes: 74%
- No: 26%

Demographics of all reviewers:

- **Age:** 5.2% 18 - 24; 71.1% 25-54; 20.7% 55-64; 3.0% 65+
- **Marital Status:** 47% Married; 34.4% Single; 12.1% Divorced; 6.5% Domestic partnership
- **Education:** 13.3% Some College; 40.7% College graduates; 37% Post graduate degree; 9% Other
- **HHI:** 23.7% < \$49.9K; 45.9% \$50 - \$99.9K ; 30.1% %100K+

About Women-Drivers.com Women-Drivers.com connects women & families with certified Women-Drivers Friendly™ dealerships. Consumers rate their Browsing, Purchasing and Service experiences at 16,500 dealerships in the United States. The company markets [Women Satisfaction Index™](#) subscriptions which provides personalized analytics showing what women really experience, allowing dealerships to improve their level of service to this powerful purchasing group.