



www.women-drivers.com

For Immediate Release

Contact Media Relations  
412.327.2604  
[info@women-drivers.com](mailto:info@women-drivers.com)

## Smart Vehicle Enhancements for Moms on the Move

Pittsburgh -It's often taken for granted the amount of time and mileage Moms travel in the car, transporting precious lives all over America. With the staggering hours per week spent driving, our mobile lifestyle demands efficient, safe and pleasant transportation. It's smart to stay current on how some small investments for a Mom's vehicle can make a big difference; in safety, efficiency and pure enjoyment of the ride.

As the pioneering resource for women purchasing cars, [Women-Drivers.com](http://Women-Drivers.com) talks to thousands of Moms and understands the need for better equipped vehicles for their families. Here is a list of the top choices:

### SAFETY FIRST

- GPS Navigation and Mapping System - A must have. Enough said.
- Tire Gauges - With a car full of kids riding on four wheels, what could be more important than the integrity of your tires? A vehicle with under-inflated tires does not handle the road well. Properly inflated tires last longer and are less prone to hazardous blowouts. Be sure to know the correct air pressure for your tires, and keep handy a high-quality dial or digital tire gauge to check the pressure with regularly. Many new vehicles now come equipped with a tire pressure monitoring system that auto checks.
- Self-Charge Auto Jumpers - If the worst happens and the battery dies, you don't have to be stranded. You can recharge your battery without ever opening the hood by plugging the auto jumper into your car's 12-volt cigarette lighter and your battery will be charged in 10 minutes.
- Safety Kit - Don't put off any longer having all those common sense items you know you should have in your car. A simple but crucial safety kit can be purchased at many retail outlets, and you'll simply feel better knowing it's there.
- Back Up Sensors, Cameras and Alarms - Many of the newer vehicles have this device. As soon as the car is put into 'reverse', you can look on the screen (mounted on the car's dashboard, or integrated into the GPS screen) to see what is directly behind you in that tough blind spot.
- Ignition Breathalyzers - Preventing those we love from driving when under the influence of alcohol.
- Innovative technologies now detect and alert drivers when they are driving too close to another vehicle and some will even auto brake if needed.

### ENTERTAINMENT & CONNECTIVITY

- Keep the kids happy on long road trips with Apple iPod or MP3 connectivity and DVD entertainment systems with rear-seat player.
- Bluetooth hands-free driving for safer, less distracted communication.
- Hands-free Microsoft's SYNC is used exclusively on many Ford automobiles. SYNC is a speech engine that provides the driver with voice control over the entertainment systems including external devices like USB and Bluetooth.

---

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

Contact 412.327.2604 to schedule Anne Fleming for an interview. Learn more at [www.women-drivers.com](http://www.women-drivers.com).

- Satellite radio with kid-friendly stations, and, head phone jacks come in newer models.
- Some navigation systems can subscribe to Traffic TMC or XM Radio Nav Traffic services that give real-time traffic and weather information to drivers.
- Access to universal wireless with the portable MiFi network. Multiple users/devices can hook up mobile devices (laptop, netbook, and camera.) This device stores easily when traveling and provides 4 hours of internet surfing time. Approximately \$99 at Best Buy stores with 2 year contract; \$59.99 estimated monthly fee.
- Look for the growing trend of mobile entertainment systems. One of the first out of the gate is Volvo's 2010 XC70, which boasts a smart rear seat entertainment system that is a full computer with 500 Gigs of storage space, Internet and Wi-Fi connectivity.

Of the countless important activities busy Moms do every day, driving shouldn't be left to the bottom of the list for technological enhancements. Keep your vehicle current and drive smart!

The pioneering resource [www.women-drivers.com](http://www.women-drivers.com) is meeting the demand for empowering women to have respectful and fair experiences at car dealerships across America each and every time. With the growing vehicle purchasing power of women, this one-stop site is filled with a dealer review system, tips to demystify the buying experience, and connects women to Certified Women-Drivers Friendly™ car dealers.

---

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

Contact 412.327.2604 to schedule Anne Fleming for an interview. Learn more at [www.women-drivers.com](http://www.women-drivers.com).