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For Immediate Release

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**Where Will Busy Moms Turn For Their Auto Needs?
*Women-Drivers.com Poised to Assist Women with their Auto Needs***

Pittsburgh -

Where will millions of loyal Chrysler and GM car buyers go for their next purchase or service visit? With 1,800 dealers closing, many consumers will be buying a car from a new dealership for the first time in years. Where will these 'orphaned owners' go? What dealership should they trust? Do women really have time to go to 4 or 5 dealerships to decide where to buy their next vehicle? Women-Drivers.com, the premiere site for women and families with automotive needs, provides a solution.

Women-Drivers.com connects women and families to certified Women-Drivers Friendly® dealerships. Women answer questions about their actual Purchasing, Browsing and Service experience. Based upon these easy to answer surveys, dealerships with a score of 3.8 to 5.0 are recognized as Women-Drivers Friendly®. This assists women in locating the women-friendly dealers in her city. [ABC News](#) featured Women-Drivers as a go-to site both before and after visiting the dealership.

Nationally, women pay \$1,350 more for a car when they do not negotiate. With interest, that translates to over \$3,000 over the life of a car loan. This number represents a lot of gasoline, diapers, groceries, handbags, dinners, or a family vacation. Women-Drivers.com is *the* resource that assists consumers in locating dealerships that have a great relationship with this powerful purchasing group.

“Women influence the purchase of 80% of vehicles. That, along with what women spend on service work, equates to \$200 Billion dollars worth of purchasing power at car dealerships in our country. Yet, the process of buying a car is uncomfortable for many women,” says Car Buying Advocate and President, Anne Fleming. Women-Drivers.com is a 360° solution provider assisting consumers with all their auto needs. Women have the opportunity to hone their negotiating skills by taking a test, which provides a custom negotiating approach for the process.

Women-Drivers keeps users engaged with other features including “Her & His” car reviews, technology trends, maintenance terminology, and the latest in child safety. A video section titled “Don’t Get Chicked” highlights interesting scenarios of empowered women at the dealership.

Women-Drivers™ collects the experiences, preferences and demographics and makes them available via [WSI INSIGHT™](#) subscriptions. These reports provide educational tools for the dealerships clients to improve their service to women.

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.