



[www.women-drivers.com](http://www.women-drivers.com)

For Immediate Release

Contact  
Media Relations  
412.327.2604

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

## **Why Women Still Feel They Need a Man with them when Buying a Car Website Assists Women in Maximizing Purchasing Power at the Dealer**

*"I went to purchase a car this year, and could tell that the salesman did not think I knew what I was talking about in regards to what kind of car I wanted, with what features and why. When I took my boyfriend back the next weekend, he made it clear to the salesman that I was knowledgeable and would not be pushed around. If I didn't have him, I don't think that the salesman would have taken me seriously"*

- Andrea D., Philadelphia, PA

*"Anytime I have purchased a car over the past 10 years, I have got a better deal when I have taken my dad or older brother with me. They are better negotiators than me."*

- Tori M., San Diego, CA

*"I really think this is more of a guy's 'sport'. I don't want to be pushed around or taken advantage of, and so I always bring my husband along to the car dealership."*

-Margie M., Cherry Hill, NJ

Approaching the second decade of the 21<sup>st</sup> century, the glass ceiling is still in play. Simply by peering into board rooms across the county or by looking at women's earnings, which the Census Bureau in 2008 estimated was 78 cents to the dollar for doing the equivalent job as a man, there seems to be little change in the past 20 years. A recent study shows that a more subtle component could be contributing. The University of New Mexico School of Management found that women managers are three times as likely as their male counterparts to underrate their boss's assessment of their job performance. The results suggest women may be in need of improved communication tools to solicit feedback from others.

Women frequently undervalue their own ability to negotiate – especially when *off* the clock. [Women-Drivers.com](http://Women-Drivers.com), a consumer rating site recently featured in the [Wall Street Journal](#) and [ABC News](#), connects women and families with women-friendly car dealers. The company published the latest national research showing that 45% of women feel apprehensive and 34% are intimidated when browsing at a dealership. Women account for 54% of new car purchases, yet almost 60% visit the dealership with another person, in most cases a man (78%), even when the car is exclusively hers.

Why do many women, even those under 40, have a male chaperone with them when buying a new car? The Women-Drivers team, along with Anne Fleming, Car Buying Advocate and company President, share the top reasons:

- Women feel that they do not know as much about cars as men, so they prefer a male companion to assist them
- Women have a fear of looking cheap or being aggressive, and frequently want to defer those tasks to a man
- Women are not as straightforward as men and do not ask for what they want as directly
- Women feel that they will not get the best deal on their own and suggest that two are better than one - believing that this neutralizes or mitigates overpaying or being taken advantage of
- Women generally do not feel comfortable with salesmen (9 out of 10 car sales associates are men)

Women-Drivers understands that women are the lead initiators and influencers in 80% of auto purchasing transactions, and their input and feedback about that experience is vital to the industry that serves them. The site allows women to Write or Read Dealer Reviews, and allows busy moms and women to quickly locate certified women-friendly dealers in her city. Negotiation strategies and interactive tools are provided to assist women in maximizing her purchasing power.

[Women-Drivers.com](http://Women-Drivers.com) LLC connects women and families to Certified Women-Drivers Friendly™ car dealers. The site allows consumers to rate their Purchase, Browse and Service experience at dealerships nationwide. The company markets Women Satisfaction Index™ (WSI) reports to the industry showing what women really experience when visiting dealers. These analytics provides insights for dealerships to convert more browsers to buyers as well as pathways to educate and improve the customer experience.

---

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).