



WOMEN-DRIVERS.COM

Press Contact: Anne Fleming
anne@women-drivers.com
Phone: 888.862.2106

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Top 2014 U.S. Car Brands as Rated by Women when Buying a Vehicle

PITTSBURGH, PA – Women drive up auto sales as industry professionals focus on marketing to women. According to the latest research, women are the fastest growing segment of car buyers purchasing an estimated 27.5 million cars last year. That is equivalent to 75,000 cars bought by women *each* day in the United States.

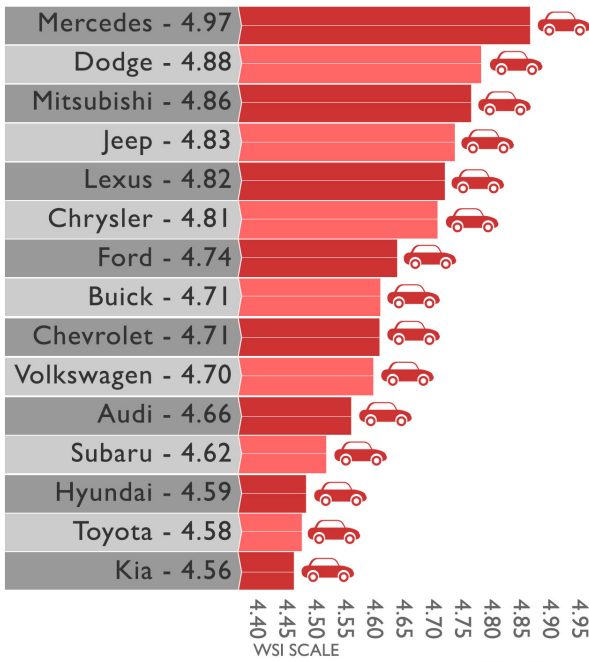
By the looks of it, 2014 is the year of women car buyers and dealerships looking to boost their car sales definitely are positioning themselves to tap into this powerful and growing segment of car buyers.

Top 2014 Car Brands as Rated by Women Car Buyers

Women-Drivers.com, the premier car dealer review site that connects women to certified car dealers, has recently published the [2014 Women’s Car Buying Report](#). The report, compiled after 2900 women car

2014 TOP 15 BRANDS FOR BUYING

VEHICLE BRAND & WSI SCORE



buyers reviewed their dealership, showcases the top 15 U.S car brands as rated by women. Each brand’s WSI or Women Satisfaction Index is derived by taking the aggregate of the dealer’s scores on the site ranging from a 5.0 (highest) to 1.0 (lowest).

“It is a straightforward equation - car manufactures and dealerships that are treating women well by engaging, and respecting them in the shopping and purchase process are positioning exceptionally to get women’s future business,” said Anne Fleming, the company’s president.

The report shows that Mercedes received the highest WSI score among women car buyers with an almost perfect score of 4.97 in the buying category. This means women rated their treatment at these dealerships above all other branded dealerships. Mercedes is followed by Dodge, Mitsubishi, Jeep and Lexus.

The Winning “Women Satisfaction” Factor

‘Women Satisfaction’ is the ultimate factor that decides whether a potential woman car buyer will seal a car buying deal or pass and choose another dealer. If she is not satisfied with the dealership, she will walk out without making a purchase – and chances are almost 3 in 4 of those women shoppers will never return to that dealership again.

Let’s take a look at the decisive factors and reasons that can help dealers deliver ‘Women Satisfaction’ to women car buyer. From the same 2014 Women’s Car Buying Report, the top 5 reasons women buy from a sales advisor are:

1. Trusting
2. Knowledgeable
3. Respectful
4. Likeable
5. Understanding

Further, the top 3 reasons women buy at a particular dealership:

1. Good treatment by sales person
2. Best price or deal
3. Dealer reputation

These are the exact factors that influence the car buying decision of women buyers. When a woman buyer is treated with respect and gets proper assistance from the dealer, chances are increased exponentially that she will make a purchase there.

Marketing Strategies that Dealerships to Attract Women and Increase Sales

When it comes to buying a car, women no longer spend months shopping around and researching dealers. They value their time and use trusted car dealer review sites to help them determine where to purchase their next car.

Women usually browse through these dealer review sites when at home or through their smart phones. According to Pew Research, approximately 80% of Americans will have smart phones by the end of 2014; this means more potential car buyers are scrolling through dealer review websites to find the best dealership experience in town.

The truth of the matter is that dealers should now focus on reviews - especially reviews from women buyers. When it comes to reviews, as compared to men, women are more generous in rating their dealership experience and leave higher scoring reviews!

As shopping trends are changing and buyers are giving more importance to what they read and find online, OEM’s and dealerships need to incorporate new marketing technologies and platforms to optimize their car sales among buyers, especially women.

About Women-Drivers.com --- Women-Drivers.com is the premier car dealer women's review service, connecting women to Certified Women-Drivers Friendly® Car Dealers. We encourage extraordinary commercial experiences and lasting relationships between these two groups. The Company provides innovative web-based marketing solutions that build trust and transparency, resulting in greater sales and servicing from women. Follow us on Twitter@womendrivers.com