



For Release: Immediate

Contact: Anne Fleming, President & CEO  
Women-Drivers.com, LLC  
412-327.2604  
[anne@women-drivers.com](mailto:anne@women-drivers.com)

**WOMEN-DRIVERS.COM™ LAUNCHES SOCIAL NETWORKING SITE –  
SHARE YOUR DEALERSHIP EXPERIENCE & LOCATE  
'WOMEN-FRIENDLY' CAR DEALERS**

**Don't Get Chicked Again**

PITTSBURGH, PA, August 1, 2008: A free, social networking site that caters exclusively to women who buy and influence the purchase of cars has arrived. Women-Drivers.com is an on-line community who share their Purchase, Browse and Service experience at car dealerships. This forum not only gives them a voice in revolutionizing the dealership experience for women, but also provides members the ability to instantaneously locate women-friendly certified dealers in the United States.

“Women purchase 53% of all new cars each year; however, they influence the purchase of 80%. That, along with what women spend on service work to their vehicles, translates into \$200 Billion dollars worth of purchasing *pow-her*. Yet, the process of buying a car is uncomfortable for many women, says President, Anne Fleming. Why? The vast majority of car salespeople are men and this Venus- Mars communication phenomenon can be intimidating to first time buyers, mothers, as well as the PrimeTimers™. National research shows that while almost 60% of all women have a favorable experience when buying a car and believe they were treated fairly, most take along a man as the ‘balancing factor’ to help them with the negotiating process. Women simply aren't comfortable and accustomed with negotiating in our culture; many are the best negotiators on behalf of their employers but aren't so rigid about negotiating for themselves.

Nationally, women pay \$1350 more for a car than men. Over the life of a car loan, and taking interest into account, that amount of money represents a lot of gasoline, diapers, groceries, shoes and handbags, or even a family vacation. Women-Drivers.com is a resource to assist women with the dance of negotiating. Members can take an interactive Personality Test which provides custom tips on how to approach the negotiating process at the dealership based upon their personality profile.

WomenDrivers™ collects the experiences, preferences and demographics and sells this to the dealerships, trade associations and industry via the *Women's Satisfaction Index (WSI) INSIGHT™* subscriptions. These real time reports provide correlative tools which empower dealerships to educate and improve their sales to women ultimately increasing their loyalty and market share of the dollars spent by women.

Members can read through the many sections including new and used cars, current trends, car terminology, and chat in the community forum. The unique Her & His Car Review section showcase the same car from two perspectives – female and male; see which gender gets the Best Cash Offer. See the entertaining “Don't Get Chicked” YouTube videos on the home page.

“The site is bilingual – with almost 1 of every 7 Americans being Latina or Latina decent, it is critical to our audience to have the site in Spanish,” added Fleming.