



WOMEN-DRIVERS.COM
PUTTING WOMEN IN THE DRIVER'S SEAT

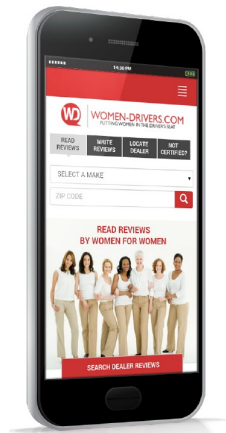


Contact Media Relations
Anne Fleming, President
P: 412.327.2604
anne@women-drivers.com

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Women-Drivers.com updates Mobile Site Design *Women Can Now Show How They Really Feel*

PITTSBURGH, PA – With the choices of car dealer review services today, and the highly competitive business climate, Women-Drivers.com provides car dealerships an innovative marketing opportunity to distinguish their business to women buyers.



This important business sector is influencing 85% of vehicle purchases. Further, in 2015, women buyers reported that 45% were purchasing the car by themselves. With an increased participation of dealers and reviewers alike, Women-Drivers.com continues to make its website and mobile platforms more relevant to both.

The company has unveiled an industry-first by allowing the user to choose from five emojis when reviewing their Purchasing, Shopping or Service Drive experience. “Emojis are used everywhere and are a quick way of expressing feelings. This supplemental feature allows women to share their overall dealership experience,” said President Anne Fleming. The emojis are:



Like



Love



Excited



Not So Good



Frustrated

Other New Features include:

- ❖ Snap a selfie and #TagYourDealership
- ❖ Top *Certified Trusted Dealers* come up first in zip code search
- ❖ Simple to access reviewer’s dealership
- ❖ Easy to use interface to read or write a review



About Women-Drivers.com Women-Drivers.com is the premier car dealer review site focused on women+families. It connects women buyers to *Certified Trusted Dealers*. Sixty-two percent of women customers are not confident buying a car. Women-Drivers.com provides innovative solutions including reputation management, website content, and advanced Women’s Satisfaction Index® data and intel for dealers and OEMs to better understand women’s experiences when Purchasing, Shopping and Servicing their vehicles.