

Media One Sheet



www.women-drivers.com is a comprehensive on-line resource where women can quickly locate women-friendly dealers, learn negotiating tips, save money, gain confidence, and revolutionize the dealership experience for women. Read the online ratings and reviews, written by women for women who share their experience when browsing, buying or having their car serviced.

Women are typically not accustomed or comfortable with negotiating in this culture and country. So when it comes to buying a car, current research shows, she takes along a male companion, or, the "balancing factor" most of the time to help get through the negotiation and buying process. On occasion, women make the car dealers wrong for their own lack of information or interest in the dance of negotiating. www.women-drivers.com allows women to be in the driver's seat by dealing with dealers who already have a great relationship with women.

Demographics

Age

| | |
|--------------|-------|
| 18-24 | 5.2% |
| 25-34 | 14.8% |
| 35-44 | 26.7% |
| 45-54 | 29.6% |
| 55-64 | 20.7% |
| 65 and older | 3.0% |

Ethnicity

| | |
|------------------|--------|
| African-American | 8.30% |
| Asian | 1.50% |
| Caucasian | 80.50% |
| Hispanic | 8.00% |
| Other | 1.70% |

Education

| | |
|------------------------------|-------|
| Less than high school | 0.0% |
| High school graduate | 4.4% |
| Technical/trade school | 4.4% |
| Some college | 13.3% |
| College graduate | 40.7% |
| Post graduate degree/studies | 37.0% |

Annual Household Income

| | |
|------------------------|-------|
| Under \$25,000 | 4.4% |
| \$25,000 to \$49,999 | 19.3% |
| \$50,000 to \$74,999 | 20.7% |
| \$75,000 to \$99,999 | 25.2% |
| \$100,000 to \$124,999 | 18.5% |
| \$125,000 or more | 11.9% |

Car Buying Psychographics

Last purchase experience

| | |
|---|-------|
| No problems, it was easy, I felt I was treated fairly | 59.9% |
| It was relatively easy, but I had the feeling I wasn't treated fairly | 18.3% |
| It was difficult and I knew I wasn't being treated fairly | 6.6% |
| Other (please specify) | 15.3% |

Someone went with me

| | |
|-----|-------|
| Yes | 60.6% |
| No | 39.4% |

Gender

| | |
|--------|--------|
| Male | 89.50% |
| Female | 10.80% |

Relationship of that person

| | |
|---------------------------|-------|
| Spouse | 54.2% |
| Partner/significant other | 8.4% |
| Friend | 9.6% |
| Family member | 22.9% |
| Other (please specify) | 4.8% |

Next vehicle purchase

| | |
|----------------------------------|-------|
| In the next 6 months | 6.1% |
| 6-12 months | 8.2% |
| 1-2 years | 21.8% |
| 2-3 years | 15.0% |
| 3+ years | 33.3% |
| Not likely to purchase a vehicle | 4.8% |
| Not sure | 10.9% |

Types of activities/research used to purchase/lease vehicle

| | |
|---|-------|
| Conducted Internet searches | 81.3% |
| Visited dealerships | 82.7% |
| Looked at newspaper ads | 38.0% |
| Reviewed <i>Consumer Reports</i> magazine | 68.0% |
| Reviewed other auto magazines | 17.3% |
| Talked to family/friends about car makes/models, past experience at dealerships, etc. | 66.0% |
| No activities | 2.0% |
| Other activities (please list) | 7.3% |

Feedback of www.women-drivers.com

| | |
|-------------------------------|-------|
| Very positive | 54.7% |
| Somewhat positive | 32.1% |
| Neither positive nor negative | 8.8% |
| Somewhat negative | 3.7% |
| Very negative | 0.7% |

Appeal and usability of www.women-drivers.com

| | |
|-----------------------------------|-------|
| Very appealing | 56.2% |
| Somewhat appealing | 24.8% |
| Neither appealing nor unappealing | 12.4% |
| Not too appealing | 3.7% |
| Not at all appealing | 2.9% |

Likelihood of using www.women-drivers.com next time

| | |
|-------------------|-------|
| Extremely likely | 40.2% |
| Very likely | 32.1% |
| Somewhat likely | 14.6% |
| Not too likely | 8.0% |
| Not at all likely | 5.1% |

Rate the features of www.women-drivers.com

| | <u>Very Useful</u> | <u>Useful</u> | <u>Slightly Useful</u> | <u>Not Useful</u> | <u>Don't Know</u> |
|--|--------------------|---------------|------------------------|-------------------|-------------------|
| Dealership reviews written by women about their shopping/purchase/service experiences | 48% | 18% | 10% | 1% | 1% |
| Negotiating strategies | 54% | 20% | 6% | 3% | 0% |
| Blog postings related to shopping for/servicing a vehicle | 28% | 20% | 16% | 11% | 1% |
| Automotive terminology | 26% | 31% | 14% | 7% | 1% |
| Trends related to automotive design, safety, technology, etc. | 29% | 34% | 11% | 5% | 0% |
| Dealership ratings related to the shopping/purchase/service experiences of women | 54% | 10% | 9% | 2% | 0% |
| Questions to ask when a car needs to be serviced | 49% | 17% | 7% | 3% | 0% |
| Financing information/links | 27% | 36% | 12% | 9% | 0% |
| Information about donating your current car to a charity | 16% | 29% | 25% | 13% | 4% |
| Mystery shopper reviews conducted by women who are shopping for, or need service performed on, a car | 41% | 25% | 3% | 3% | 1% |

Web sites used currently

| | |
|---|-------|
| Auto manufacturers (i.e., Ford, Chrysler, Toyota, Honda) | 71.2% |
| Autobytel | 0.9% |
| Carfax | 28.0% |
| Consumer Reports | 51.7% |
| Dealership sites | 37.3% |
| Edmunds | 28.8% |
| JD Power | 15.3% |
| Kelly Blue Book | 65.3% |
| My Lemon | 5.1% |
| Sites to purchase cars such as, Vehix, CarSmart, CarsDirect | 27.1% |
| Other (please specify) | 5.9% |

Information looked for

| | |
|---|-------|
| Auto ratings/comparisons | 86.4% |
| Auto specs/features | 80.5% |
| Dealerships where vehicles were available | 47.5% |
| Negotiating tips | 33.1% |
| Prices | 89.8% |
| Vehicle history reports | 39.0% |
| Vehicle problem/recall reports | 43.2% |
| Other (please specify) | 5.9% |