



December 2007

# Newsletter

## Our Mission

At Women's Automotive Solutions, we make car buying easy! We are a team of automotive consultants who work with dealers and wholesalers to enable our clients to get the best possible deal. We believe the car buying experience should be an exciting and pleasant process, and we are committed to creating a positive experience one client at a time.

## What We Do

For a modest, flat fee, Women's Automotive Solutions will help guide you through the entire car selection and buying process.

1. Tell us what type of car you want (new or pre-owned), and we'll find it!
2. We will negotiate price and financing to enable you to get the best deal.
3. We arrange delivery of your new or pre-owned vehicle.

You simply sign the contract and take the keys!

**We make car buying easy!**

### Don't turn in that leased vehicle!

Most people simply turn in their leased vehicles when the lease comes due, even if they are under their mileage limit. Did you know that you can SELL your leased car to a dealer and MAKE MONEY?

Remember – leasing is just another form of financing a vehicle. At any time during your lease, you can sell it to a dealer and buy or lease another car, as long as the market value of the car is greater than or equal to the payoff amount of the lease. If the market value is less than the payoff amount, but you are not over your mileage limit, then you should wait and turn it in at the end of the lease. The

## Looking Back...

By LeeAnn Shattuck

The holidays are a time to reconnect with friends and family, share stories and reminisce about good times. So, I thought I'd do a little reminiscing myself and share with you some of my car stories.

My parents were kind enough to include me in the car buying process whenever they purchased a new vehicle. Perhaps they somehow knew that I would go into the car business, and they wanted to prepare me for my future career. Or, maybe they just couldn't get a babysitter. Whatever the reason, the result is that I remember every car my family has ever owned.

My earliest car memory is of an ugly, avocado green station wagon with lovely wood grain siding. This was a 1968 Ford Country Squire, the top-of-the-line in wagon in Ford's fleet. Considered the premium American family vehicle at the time, the Country Squire held 9 passengers and was longer than many of today's full-sized SUVs! Although we didn't have 9 passengers, we did need the space for Bambi, the Newfoundland. Bambi loved to ride in the car, and he served a vital function during the Cleveland winter: the 140 lb dog added enough weight to the back of the car to keep it from sliding around in the snow and ice.

The next car to enter our family was a chartreuse (yes, chartreuse), 1973 Chevy Vega. I LOVED that car. I mean, what 3 year old wouldn't love a chartreuse car shaped like a football? I remember being very upset when they traded it in. However, since the bottom had rotted out, and Dad's foot had gone through the floor board, it was probably for the best.

They replaced the Vega with a 1978 white Ford Fairmont station wagon with a rear-facing 3<sup>rd</sup> row seat. As kids, my friends and I loved the rear-facing seat. It was perfect for making faces at other drivers and waving at truckers on the freeway. At that time, Ford stood for "Found On the Road Dead". This station wagon lived up to the reputation and caught fire on the freeway one day on the way home from the airport. (Ford's quality has, thankfully, improved since then.)

In 1979, my father celebrated his 40<sup>th</sup> birthday by purchasing a silver Mazda RX-7. What says "midlife crisis" better than a 2-seater sports car? Since I was old enough to understand, my dad told me all about his wonderful new toy and how it worked. This was our first manual transmission car, and Dad showed me how to properly work the clutch and shift through the 5 gears. I would sit in the car (without the engine running) and pretend I was driving at Le Mans. My passion for sports cars was born!

The first car I *actually* drove was not a sports car, but a blue 1984 Dodge Aires wagon with woodgrain sides. Nothing is more glamorous for a 16 year old than to drive Mom's safe, boring station wagon. Thankfully, a few months after I got my license, my father taught me to drive stick. He had traded his Mazda for a 1985 Toyota Celica in two-tone metallic blue. Mastering the manual transmission was a "trial by gravity" exercise. Dad stuck me on a hill in first gear until I learned where the clutch caught. That was an entertaining afternoon.

The summer before my senior year of high school, my dad bought me a 1978 Audi Fox. I had my very own European luxury car! It was, in fact, a 5-speed lemon with no power steering. If you had less than 1/3 of a tank of gas, and you made a left hand turn, all the gas would flow away from the engine, and the car would stall. It also had a radiator leak the size of Texas. It died six months later, leaving me stranded on the side of the road on Christmas Eve. My dad took pity and gave me the Celica. I was the happiest 17 year old on the planet. Dad bought himself a shiny new Mazda RX-7 – in red.

"negative equity" is then the leasing company's problem, not yours. However, if the market value is *greater* than the payoff amount, then you should sell the car and pocket the difference! Most leasing companies don't advertise this option because they want you to turn in the car so they can keep those profits!

If you are nearing the end of your lease, contact Women's Automotive Solutions to see if you have any positive equity in the vehicle. Why just turn it in when you can make money!

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## Contact Us

Each Women's Automotive Solutions consultant is an independent franchise owner.

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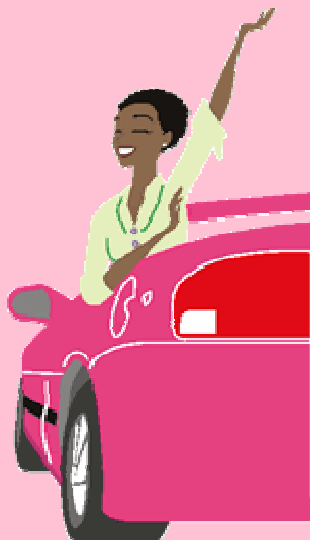
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# Happy Holidays!



When I graduated from college (with a job), I traded the Celica for a 1993 Ford Explorer Sport. Thanks to my cowgirl roommate from Idaho, I had acquired a taste for 4x4s. My truck phase lasted a few more years, culminating in the ownership of a huge Dodge Ram pickup truck that I couldn't park anywhere. Then I turned 30...

Her name was Penelope. She was a red, 2000 Porsche Boxster S and the love of my life. With Penelope, I learned high performance driving and raced with the Porsche Club of America. Flying around a race track at 140 mph creates a bond between human and machine that can't easily be explained. It broke my heart when I had to give her up. She was hit by a Suburban driving on the wrong side of the road and was never the same again.

Nothing could ever take the place of Penelope, but I did need a new car. So, I purchased a 2005 Infiniti G35 named Isabelle. Isabelle was a sexy, black on black sport coupe with dark tinted windows and 19 inch rims. She was the most luxurious car I've ever owned, boasting features and options that I never did learn to operate. After only 19 months, I sold Isabelle and purchased a 2004 Mini Cooper S named Maggie. Maggie is like a go-cart on steroids, and she is the most fun I've had since Penelope. Maggie proudly wears the Women's Automotive logos along with pink and black racing stripes. You can't miss her on the road. ☺

I guess it's strange to look back on cars, remembering them as if they were members of the family, but that's what they have always been to me. I hope each of you has a wonderful holiday, reminiscing with your family – including your cars.

By the way, my dad now proudly drives a minivan. You just can't get 4 sets of golf clubs in a sports car.

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## Vehicle Spotlight – 2007 Scania Julvagen

By "The Car Chick"

This month's vehicle spotlight is just a joke, written in the jolly spirit of the holidays. While Scania is a real Swedish manufacturer of trucks, buses and diesel engines, they do not make a sleigh for Santa or anyone else. The "real" vehicle spotlight will start again in January. ☺

No vehicle has captured the hearts and imagination of parents and children at this time of year more than Santa's sleigh. Yet little is known about this iconic ride that makes the rounds every December. After a secret interview with Mrs. Claus, I am proud to bring you the exclusive scoop on Santa's sleigh. Unfortunately, no photos were available for security reasons.

Due to the high number of miles that he puts on his sleigh, Santa purchases a new vehicle every couple of years. (He is clearly not a lease candidate!) This year, Santa purchased a new 2007 Scania Julvagen, made by a leading European manufacturer of heavy trucks, buses, and diesel engines. Santa selected the upgraded LS model with Hollyberry Pearl metallic paint, a charcoal leather interior and 24 inch alloy runners.

Santa's Scandinavian luxury vehicle is a six-seater convertible with a retractable hard top, which folds neatly into a spacious cargo area. Interior amenities include a GPS navigation system, 6-CD changer, iPod dock, hands-free Bluetooth, heated seats, and a Naughty-or-Nice sensor.

The naturally aspirated 16-nostril power plant produces an impressive 8cp (caribou power) and 8 hf-lbs (hoof pounds) of torque, enabling it to go from zero to mach-10 in under 3 seconds while easily towing the Christmas Eve load. The all-hoof drive and dynamic stability control system deliver exceptional traction on or off-roofs and even over icy surfaces. While the EPA does not publish estimated MPG for reindeer powered vehicles, the Scania Julvagen has proven very fuel efficient in previous model years.

The only option available on the Julvagen is the Premium Rudolph Package, which adds a front fog light, backup-assist camera, and additional caribou power.

Due to the unfortunate methane emissions produced by the reindeer, Santa is considering a hybrid vehicle for 2008, which can be powered either by the reindeer engine or modern hydrogen fuel cell technology.