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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!

Chicks Like Bikes, Too!

Girls really do like to have fun, and not just with cars. Women motorcycle riders are growing in record numbers. According to the Motorcycle Industry Council, women own 10% of motorcycles in the U.S. These women are not just leather-clad biker chicks - they are executives, business owners and moms! The typical woman who rides is likely to be in her mid-30s, married, educated and upwardly mobile.

Harley-Davidson has seen U.S. sales of its motorcycles to women grow from just two percent of their total in 1985 to 10 percent (23,000 bikes) in 2003. Chuck Griffith, owner of Griffith Choppers, is also seeing an increase in female clientele. Griffith Choppers is a custom

Mars and Venus: Car Preferences of Men vs. Women

By LeeAnn Shattuck

Over the years, automobile manufacturers and their research partners have spent millions of dollars trying to resolve the age old dilemma of Mars vs. Venus - at least as it pertains to cars. Marketing research firms have crunched a myriad of numbers, including vehicle sales volumes, vehicle registrations, and survey data in order to understand what cars each gender buys and why. The results probably won't come as a big surprise.

Much of the data relating to men's automobile preferences is clear. Findings from market research firms such as AutoPacific and NOP World show that large trucks and sports cars are purchased predominately by men. In fact, males own about nine out of 10 heavy-duty pickup trucks, including the Chevy Silverado, Ford F-350 and Dodge Ram. This is due to a combination of masculine marketing campaigns (i.e. "Built Ford Tough") and a need to haul lots of stuff either at home or on job sites in male-dominated professions. Sports cars at the top of the testosterone scale include the exotic Ford GT, Porsche 911, BMW 6-series, Dodge Viper, and Mercedes SL65 AMG. In other words, if it's big and strong or stupid fast, guys like it. They also like expensive. I guess that sign my mother bought for my father years ago that said, "The difference between men and boys is the price of their toys" was dead on.

Women's tastes, on the other hand, tend to be a little more refined. The cars that are more popular with women are affordable, practical and safe, but with a dose of design sophistication. AutoPacific found that female buyers most often choose models by Saturn, Honda, Hyundai and Volkswagen. It comes as no surprise that 65% of VW Beetle Convertible buyers are female, although Volkswagen denies that they were consciously trying to make a women's car. I guess they thought that a flower vase on the dash and colors such as "gecko green" and "sunflower yellow" would appeal equally to men. Yeah, right.

But, don't think that men are the only ones who prioritize luxury and high performance. Girls like to have fun, too. Four of the top "girl cars" are sports cars - the Saturn Sky, Audi TT, BMW Z4 and Mitsubishi Eclipse. In the luxury segment, women also gravitate towards the Lexus IS, Volvo C70, and Audi A3. The common denominator with most of these cars is that they are sophisticated, refined vehicles with good safety ratings and reasonable price tags. They also get decent gas mileage. Market experts expect to see women buying more luxury and sports cars in the near future, as the baby boomers hit the post-family stage and can finally spend money on themselves.

Not all cars fall clearly into one gender camp or another. Even though the Mitsubishi Eclipse is extremely popular among women, approximately 39% of the 2006 models were sold to men. The Honda Accord and CRV, Ford Taurus, Toyota Camry and RAV4 also span gender lines. These tend to be family-oriented vehicles that offer a balance of safety, reliability, function and value. Since women still hold the primary responsibility for transporting their families, they usually place practical needs above personal desires. And, even if men might *prefer* a flashy vehicle for themselves, they still place a high priority on safety when it comes to their families. Maybe men and women are both from Earth after all.

Which vehicles do Women's Automotive Solutions clients prefer? About half of our business is Honda and Toyota. The Honda Accord, CRV and Pilot are extremely popular, as are the Toyota RAV4, Highlander and Prius. We also purchase many new and pre-owned luxury cars for our clients. Among the most popular makes are BMW, Lexus, Acura and Volvo.

bike shop that builds one-of-a-kind bikes and does performance upgrades and customizations to foreign and domestic "stock" bikes.

Chuck was quick to recognize the importance of women clients to his business success, and he has differentiated himself in the motorcycle industry as a woman-friendly business. He frequently gives both men and women buying advice, consults on motorcycle appraisals and instructs new and experienced riders in defensive driving techniques. Chuck has taught many women how to ride, including his mother and sister!

To learn more about Chuck and Griffith Choppers, visit him at www.griffithchoppers.com.

Car Chick Trivia!

Be the first person to email the Car Chick (LeeAnn Shattuck) with the correct answer and receive a \$5 gift card!

Trivia Question: What was the first Japanese automobile to be manufactured in the United States? (Hint: It rolled off the line in 1982 at the Marysville Auto Plant in Ohio.)

Contact Us

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Vehicle Spotlight – 2008 Cadillac CTS

By "The Car Chick" (a.k.a. LeeAnn Shattuck)

Each month, I pick a vehicle out of a hat and write about it. The article contains industry information about the vehicle and, occasionally, my humble opinion. Neither the car manufacturers nor the dealers pay me to do this, I just love cars. If you have a suggestion for a vehicle spotlight, please email me at leeann@womensautomotivesolutions.com!



It has been nearly six decades since Cadillac and General Motors won the very first Motor Trend Car of the Year award in 1949. Over those decades, the Cadillac brand has been the pinnacle of luxury and status among American cars. Hollywood used them in movies. Mary Kay paints them pink and gives them to their top sales directors as an award for their achievements. Elvis had a whole fleet of them. Yet, in recent years, American made luxury has been overshadowed by the European status symbols like BMW and Mercedes. Well, watch out! Americans don't like to lose, and Cadillac is making a strong come back. The new 2008 CTS sedan beat out 17 other worthy contenders, including the Audi A5 and Honda Accord, to earn the 2008 Motor Trend Car of the Year award.

The midsize CTS certainly has what it takes to compete with the leading luxury sport sedans from Europe and Japan. This newly redesigned model has edgier styling, higher quality materials, a roomier interior, capable handling and more zip than ever before. The 2008 Cadillac CTS is available with one of two V6 engines. The base 3.6-liter V6 generates 258 hp and 252 pound-feet of torque, while the upgraded 3.6-liter direct injection (DI) V6 puts out a more competitive 304 hp and 273 lb-ft of torque. Performance tests conducted by Motor Trend showed a 0-60-mph time of 6.5 seconds, which is comparable to the BMW 330i.

Every CTS comes standard with 17-inch wheels, leatherette seating, an eight-way power driver seat, dual-zone automatic climate control and a CD/MP3 player with an iPod interface and satellite radio. The basic Seating Package adds leather trim and heated front seats, while the Luxury packages add a six-CD changer, rain-sensing wipers, heated/ventilated seats, rear park assist and keyless ignition. The Premium package offers a 40GB hard drive-based navigation system with a slick, pop-up display and real-time traffic, a premium Bose surround-sound audio system, sunroof, wood trim and LED interior lighting. For driving enthusiasts, the CTS offers two tempting performance packages that include 18-inch wheels, a limited-slip rear differential, performance cooling, adaptive xenon headlights, a high-performance suspension, tires and bigger brakes.

The CTS sports all of the latest and greatest safety equipment, including antilock brakes, traction & stability control, front-seat side airbags, full-length side curtain airbags and GM's famous OnStar emergency communications system.

This definitely isn't your granddaddy's Cadillac. GM's efforts to eradicate the "old man" image extend beyond the car's design and into a marketing campaign that appeals to both men and women. One of my favorite Cadillac commercials touches on a topic that I discussed previously – that girls like to have fun, too. The commercial features a beautiful, professionally-dressed, 40 year old woman (played by actress Kate Walsh of Grey's Anatomy) driving a Crystal Red CTS. She is clearly a confident, successful business woman who is spending her hard-earned cash on herself, enjoying life, and making no apologies for it. She says that when deciding what luxury car to buy, the question is not whether it has swanky features and innovative technologies. She says, "the question is... when you turn your car on, does it return the favor". Then, she floors it.

A girl after my own heart.