



January 2008

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.

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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!

Women's Automotive is Expanding!!!

Women's Automotive Solutions is ushering in the new year with some exciting new plans! Our fearless founder, Michelle Lundy, has decided to take the Women's Automotive franchise nationwide! Her goal is to have Women's Automotive franchises in every major city in the United States, so every woman (and man, for that matter) can save time and money by working with a Women's Automotive consultant. If you know a woman (or a man!) who might be interested in becoming a Women's Automotive franchise owner, contact Michelle Lundy at 704-502-4802. Mention this newsletter and receive a free gift for referring a potential new franchise owner!

Winterizing Your Car

By LeeAnn Shattuck & Charlotte Spraggins

Winter can be rough on cars and their drivers. Even those of us fortunate enough to live in the moderate climate of the South must face cold and even severe weather on occasion. Taking a few simple steps to prepare your car for the weather can make nasty conditions safer and a lot more tolerable. Here's a list of things you can do to make sure your vehicle is ready for the upcoming cold season, however long or short it may be.

Check your tires! A good amount of tread on your tires will give you better grip than an old worn out pair of tires. Take a look at the grooves in your tires and make sure that the tire has not worn down to the tire wear bars. You can check your tire wear by inserting a penny into the tire tread. If you can see the top of the Lincoln's head, it's time to buy new tires. You should also check the air pressure in your tires. Cold temperatures cause the air in the tires to condense, lowering the air pressure. Failure to maintain the correct air pressure can result in reduced gas mileage, decreased tire life, and poor handling, which can cause you to lose control of the vehicle.

Gain weight! Not you – your car! If you have a rear wheel drive car, or a car with high performance tires, you are at greater risk of skidding on slippery roads than those with front or all wheel drive vehicles. Rear wheel drive cars do not have much weight positioned over the rear of the car and, therefore, not much pressure on the rear wheels to keep them from skidding. In places where winter is an actual season, people typically solve this problem with snow tires and adding weight to the rear of the car. In the South, you can skip the snow tires, but consider throwing a large bag of kitty litter in your trunk. Not only will it add weight over the rear wheels, but you can place a handful of it under your tires to provide traction if you get stuck on a patch of ice. But, don't think you are off the hook if you have a front or all wheel drive vehicle. They may work a little better on snow, but EVERYTHING slides when it hits ice! Always drive slowly and cautiously in winter weather.

Get a Check-Up! A mechanical breakdown during the summer is usually just a nuisance, but breaking down in the winter can be very dangerous. Your car's engine performs differently during the winter, especially in very cold conditions. Make sure your car is in top working order before cold temperatures hit. Have your mechanic check the hoses, coolant, oil, hydraulic and transmission fluids. Also check your starter, battery alternator & drive belts to make sure your electrical system is up to task of starting the engine in colder weather.

Make sure you can see! Inspect & clean your lights to make sure they are working properly, since you will be driving more at night. Replace your windshield wipers, if needed, and clean your windows regularly to maximize visibility. Put fresh windshield washer fluid in the windshield washer reservoir. (Never use plain water, as it will freeze.) Use a plastic ice scraper or defrost to clear your windshield. Do not use your wipers, as this will wear them out very quickly.

Be prepared! It's not just for Boy Scouts anymore. If you don't have an emergency kit in your vehicle already, make one. You never know when you might get stranded. Always have a flashlight, ice scraper, jumper cables, water, snacks, first aid kit, gloves, blanket & charged cell phone. Flares can also be used to signal for help and warn other cars of your presence on a dark road. Make sure there is air in the spare tire, and that all the proper tire-changing equipment is in the trunk.

Winter driving can be challenging, if not downright hazardous. By winterizing your car, you are prepared for whatever weather or situation you may encounter. Drive safely!

Going nationwide will take some time, but that doesn't mean that people outside the Carolinas are on their own! Did you know that, although Women's Automotive Solutions is based in Charlotte, NC, our independent consultants (also known as "Car Chicks") can and DO put together deals anywhere in the country! We saved a client in Washington DC nearly \$15,000 on a new Saab! So, no matter where you live, let a Women's Automotive Solutions consultant help you buy or lease your next car!

Car Chick Trivia!

Also new for 2008 is the introduction of Car Chick Trivia! Each monthly newsletter will feature a car-related trivia question. Be the first person to email the Car Chick (LeeAnn Shattuck) with the correct answer and receive a \$5 gift card!

Trivia Question: What is the name of the automobile company that made the Jeep / Eagle brand, before being bought out by Chrysler for \$1.1 billion in 1987?

Contact Us

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

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Vehicle Spotlight – 2008 Dodge Grand Caravan

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!



Let's face it - most people don't *want* to drive a minivan. It's just one of the occupational hazards of being a parent. Be honest - what you really want is a zippy little convertible to carry you back to those carefree days before Blues Clues and Dora the Explorer. But, alas, you have little bundles of joy to safely haul all over town. Yet, you don't want the abysmal gas mileage and high insurance premiums that come with a large SUV. So, minivan it is. But, don't despair! Dodge has redefined the minivan. It may not qualify as sexy, but it is pretty cool.

The 2008 Dodge Grand Caravan has been fully redesigned. A new 4.0-liter V6 is available, married to a six-speed automatic transmission that features a manual mode for those who prefer to shift gears themselves, even in a minivan. Even with the optional larger engine, expect a quieter ride, thanks to thicker glass, deeper carpet padding, additional seals and isolated front suspension components.

Dodge's "Swivel 'n Go" seats and an optional square table means the family van can now double as a living room on wheels. The third row also offers power fold-flat seats! No other minivan on the market has these flexible seating features. The 2008 model is also roomier inside than its predecessor, and there's more storage space behind the third row of seats.

But what makes this new minivan "cool" is Dodge's new entertainment technology. An optional three-zone video system allows the front, middle and rear-seat passengers to watch or listen to totally separate entertainment sources. Your toddler and your teenager can watch separate DVDs, while you enjoy *your* favorite music for a change! The new Caravan also offers Sirius Backseat TV, which features the Cartoon Network, Nickelodeon, and the Disney Channel. The Dodge Grand Caravan (and its twin, the Chrysler Town & Country) are the only vehicles, minivan or otherwise, to currently offer this feature.

The 2008 Dodge Grand Caravan starts at \$22,520 and is available in two trim levels. The base SE comes with power windows and locks, A/C, keyless entry, a CD/MP3 player, and a flip-down kiddie mirror to check on the troops. The SXT adds a more powerful engine, a power driver seat and adjustable pedals, power sliding doors and rear A/C. The SXT also offers an optional hard-drive-based audio system, rear DVD entertainment (one or two systems), a 115-volt household-style outlet, satellite radio, navigation, and a backup camera. Also available are surround-sound, leather seating, retractable sunshades, remote start, three-zone climate control and hands-free phone. These exciting options do add up, however, and can easily hike the price of this family-mobile over \$40,000!

In the past, the Dodge Grand Caravan has been ranked near the bottom of its class by Consumer Reports for quality and reliability. Not anymore! Consumer Reports applauded Dodge for its vastly improved new design, and ranked the 2008 Grand Caravan third in predicted reliability, just behind the esteemed (and more expensive) Toyota Sienna and Honda Odyssey. Dodge has also improved its safety equipment. Traction control, stability control, antilock brakes with brake assist as well as three rows of head curtain airbags are all standard on both trim levels.

A long list of unique equipment and technology, plus vastly improved safety and reliability ratings, mean the 2008 Dodge Grand Caravan (or the Chrysler Town & Country) should definitely be on your short list when shopping for a family-friendly vehicle. You can even get an orange one.