



June / July 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

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 Solutions in the News!

Women's Automotive Solutions was featured on the **WBTV Channel 3 News** segment, "On Your Side", which aired in Charlotte, NC on Friday, June 22 at 5:00pm ET. The segment was about "women buying cars for women" and featured Women's Automotive client, Stacy Carter. Stacy had a horrible experience with a new car dealer before turning to Women's Automotive Solutions. Stacy is now the proud owner of a 2007 Honda Pilot. You can watch the TV segment by going to the News page on the Women's Automotive Solutions website.  
[www.womensautomotivesolutions.com/news.html](http://www.womensautomotivesolutions.com/news.html)

## Special "Green" Issue!

First, I want to apologize for the timing of this newsletter. Somehow, the month of June got away from me, so we'll consider this the "June / July" issue. ☺  
In honor of the hideously high gas prices we are facing this summer, I hereby dedicate this issue to alternative fuels and "green" vehicles. The U.S. government can raise the Corporate Average Fuel Economy requirements and invade all the Middle Eastern countries it wants, but let's face it – the only way we are going to reduce our dependence on foreign oil is if CONSUMERS (yes, that's us) change their driving habits.

## It's Not Easy Being Green

By LeeAnn Shattuck

Frenchman Etienne Lenior patented the first gasoline engine in 1860 and drove a gasoline powered car from Paris to Joinville just two years later. Over the next 150 years, gasoline became the fuel of choice for the personal automobile due to its abundant supply, cheap price and high-energy content. I'm sure that early automakers like Gottlieb Daimler, Karl Benz and Henry Ford never anticipated that this technology would lead to a 400 million gallon per day habit in the United States. Our own fossil fuel addiction, plus new demand from increasingly industrial countries like India and China, has led to record high gas prices, global warming, and an indirect funding of terrorism. Ideas like environmental conservation and energy independence are no longer limited to "tree-hugging hippies", but are now discussed frequently by mainstream America under the badge of patriotism.

If "being green" wasn't hard enough, the number of different alternative fuel technologies emerging in the marketplace only serves to confuse the average commuter. The most common green machine is the **gas/electric hybrid** engine, which power many coupes, sedans and SUVs on the market today. (See the Vehicle Spotlight below.) Hybrid vehicles run mostly on electric power provided by an extra large (and extra expensive) battery while you are cruising around town, typically providing 40-50 mpg fuel economy. The gasoline engine kicks in at higher speeds (highway driving) and when extra power is needed, like under accelerating or towing. Expect to pay around \$4,000 more for a hybrid vehicle than for its traditional counterpart, but at least you will qualify for a nice tax credit.

Another common "alternative" fuel is **diesel**. Like gasoline, diesel fuel is derived from petroleum, but it is denser, less flammable and easier to refine. Diesel powered vehicles, while noisier, enjoy better fuel economy and lower emissions. Diesel has been the fuel of choice in Europe and other countries, as well as for large trucks in the U.S. for many years. More recently, a fuel known as "**Biodiesel**" has entered the market. Biodiesel is derived from biological sources, such as vegetable oils, which can be used in most diesel engine vehicles. Biodiesel is biodegradable, non-toxic, engine-cleaning, and produces 60% fewer carbon-dioxide emissions than regular diesel. Unfortunately, Biodiesel has *higher* NOx (nitrogen oxide) and particulate emissions. Biodiesel has become very popular in Europe and is gaining ground in the United States, with pumps in all 50 states.

E85 is an alternative fuel consisting of 85% Ethanol and 15% gasoline. Ethanol is an alcohol-based fuel made by fermenting and distilling starch crops such as corn. Ethanol is water soluble, non-toxic, and biodegradable and made right here in the U.S. of A. Vehicles that run on E85, known as "Flex-fuel" vehicles, have lower carbon monoxide and carbon dioxide emissions than conventional gasoline or diesel vehicles. Unfortunately, E85 has a low energy content which reduces fuel economy and engine performance. President Bush and other Ethanol proponents say that's a small price to pay to end America's dependence on foreign oil. For that to actually happen, we will need more E85 fuel pumps. Currently, only 1000 of America's 180,000 stations (mostly in the Midwest corn belt states) offer E85.

## Speaking of Green...

Most of us make sure we put the best possible fuels into our vehicles so they run properly, but are you doing the same thing for your body? The human body is a machine that also requires the proper fuels to run well. Many people are turning to organic fruits and vegetables, which have high nutritional content and no yucky pesticides and other toxins. Organic foods can be very expensive (have you seen the prices of apples at Earthfare?!?). So, why not grow your own? If you're like me, and the only thing you can successfully grow in your backyard is crabgrass, there is a solution - **Instant Organic Gardens!** For a very reasonable fee, Don Rosenberg will build a 3x8 foot organic garden in your backyard! This garden is designed to produce a variety of yummy fruits and veggies year-round with minimal maintenance. To learn more about Don and his amazing service, visit [www.instantorganicgarden.com](http://www.instantorganicgarden.com).

## Contact Us

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

### Michelle Lundy

Phone: 704.502.4802  
[michelle@womensautomotivesolutions.com](mailto:michelle@womensautomotivesolutions.com)

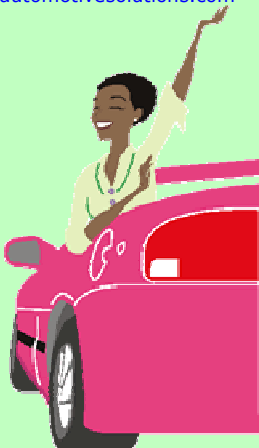
### LeeAnn Shattuck

Phone: 704.248.8706  
[leeann@womensautomotivesolutions.com](mailto:leeann@womensautomotivesolutions.com)

### Charlotte Spraggins

Phone: 704.421.4221  
[charlotte@womensautomotivesolutions.com](mailto:charlotte@womensautomotivesolutions.com)

Visit us on the web at  
[www.womensautomotivesolutions.com](http://www.womensautomotivesolutions.com)



Which of these alternative fuel contenders will emerge victorious and save us from economic and environmental disaster? The jury is still out on that one. Japanese automakers Honda and Toyota, who already make fuel efficient cars, are putting their money on hybrid technologies. Honda offers the Civic and Accord in hybrid models, while Toyota offers the Camry, Prius, Highlander and several Lexus hybrids. American giants Ford and GM are leading the E85 crusade and have invested heavily in research and development of the technology and infrastructure. Daimler-Chrysler (Chrysler / Jeep / Dodge), Mercedes-Benz and Nissan also offer flex-fuel vehicles, for a total of 27 choices in 2007. Not surprisingly, the European automakers, led by Volkswagen, are behind Biodiesel. Any diesel engine vehicle, like the Beetle, Jetta, Golf and Tourag TDIs, can run on Biodiesel.

Each of these eco-friendly alternatives has challenges that must be overcome if the American public is to abandon gasoline entirely. Hybrids will need cheaper batteries with greater capacity, and pure electric engines (plug-ins) still have a ways to go before they are a viable solution. High NOx emissions threaten Biodiesel's longevity, and E85 will need to become more available and less expensive before the price- and convenience-sensitive masses embrace it. New technologies, such as hydrogen fuel cells and natural gas derivatives, are on the horizon and could provide solutions in the future. Which will prevail? Your guess is as good as mine. Personally, I'm waiting for a car that runs on cat hair. Now, there's an endlessly renewable resource! At least in my house.

## Vehicle Spotlight – 2007 Saturn Aura Hybrid

By LeeAnn Shattuck

Each month, I pick a quality 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 like cars. If you have a suggestion for a vehicle spotlight, please email me at [leeann@womensautomotivesolutions.com](mailto:leeann@womensautomotivesolutions.com)!



While the Hybrid vehicle market has been dominated by Honda and Toyota to date, Saturn has issued a challenge to "Rethink American". Saturn backs up this challenge with the new Aura Hybrid sedan, a direct competitor to the Honda Accord and Toyota Camry. The Saturn Aura "Green Line" went on sale in the U.S. in early 2007 and was named the North American Car of the Year. While it's not the most powerful

hybrid on the market (164 horsepower / 159 pound-feet of torque), it is certainly the least expensive, with a base MSRP of only \$22,695 (nearly \$4,000 less than the hybrid Camry). The hybrid system in the Aura includes a 2.4-liter four-cylinder engine, a four-speed automatic transmission and an electric motor/generator. A Belt Alternator Starter (BAS) system shuts off the engine when the vehicle is stopped to minimize idling and then quickly starts the engine up on demand.

The Aura Green Line comes standard with 16-inch alloy wheels, a CD/MP3 stereo, StabiliTrak vehicle stability control. System, and a year's subscription to OnStar. Other safety features include side-impact and head-protecting airbags for the front seats, door beams designed to withstand side-on crashes, and the LATCH child-seat system. Options include an eight-way power adjustable driver's seat, steering wheel audio controls, outside heated power adjustable mirrors, and a sunroof. Luxuries such as leather seats (heated or not) are not yet available.

To learn more about the Saturn Aura Hybrid or other quality hybrid, diesel and flex-fuel vehicles, contact a Women's Automotive Solutions Consultant.