

For Immediate Release

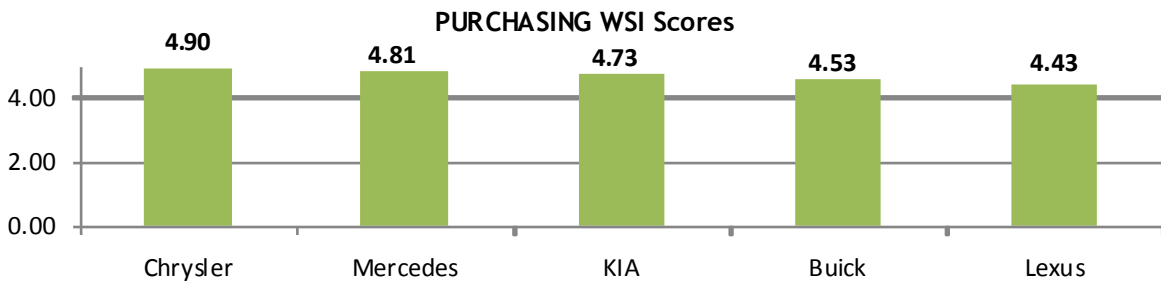
Top Auto Brands as reviewed by Women Consumer Research Site shows which Brands have highest Women's Satisfaction Index®

Women-Drivers.com LLC has published its first national brand report after receiving thousands of reviews from women about their Purchasing, Browsing and Servicing experience at car dealerships in the United States. The market research company has released the Women Satisfaction Index™, or WSI scores, by top individual brands. The consumer rating company recently featured in the [Wall Street Journal](#), [ABC News](#) and [USAToday](#), connects women and families to women-friendly car dealers. Getting reviews from female consumers is free for all dealerships. Chrysler, Mercedes and Lexus were showcased in the top 5 of each rated experience.

On the site, individual dealerships' scores range from 0 - 5.0. Dealerships with scores of 3.80 – 5.0 with a minimum number of reviews are recognized on the site and in the search engine as **Certified Women-Drivers Friendly Dealers**. 61% of the reviews captured are from a quad state area including Pennsylvania, Ohio, New York and Maryland.

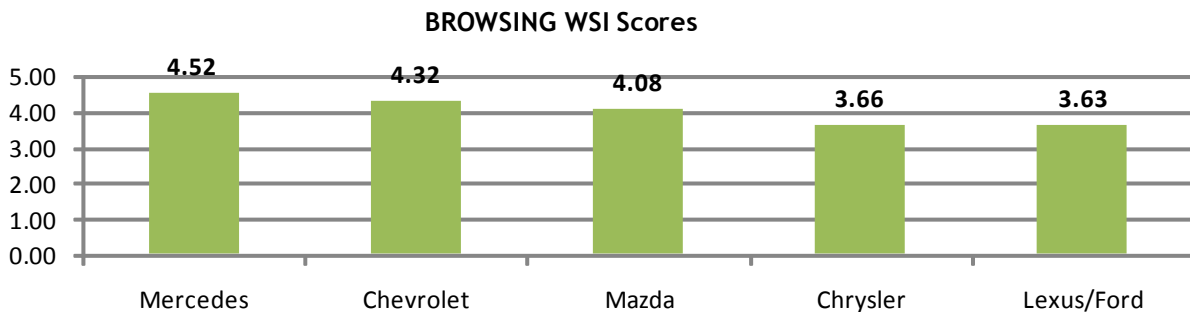
PURCHASING

Chrysler dealers received the highest WSI™ ranking among women buyers with a 4.90 score for Purchasing a vehicle. The average WSI score for all brands is 4.33. Following Chrysler were Mercedes, KIA, Buick and Lexus. Many other brands were listed at a 3.8 or above, and three brands have a WSI score below the 3.8 women-friendly recognized level. Chrysler ranked consistently high with women customers that were very satisfied with the engagement and treatment by the sales person, their overall dealership experience, as well as the financing process.



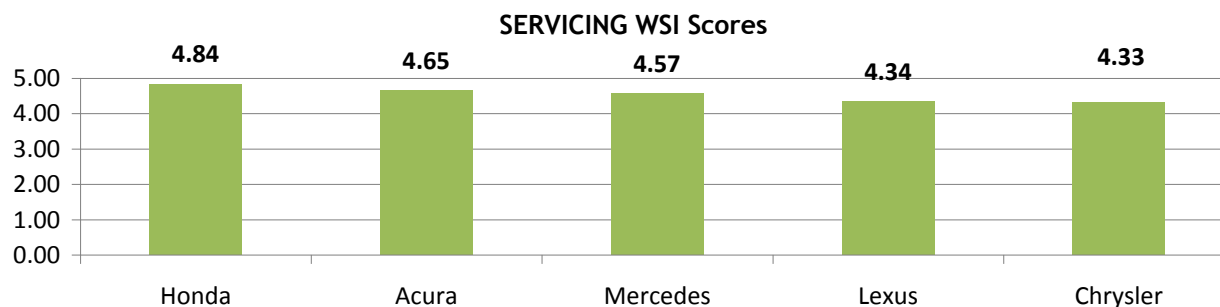
BROWSING

Mercedes dealers scored the highest, with a WSI™ of 4.52 score, among women customers who went into the dealership but did not purchase that day. The average WSI score for all brands is 3.58. Following Mercedes were Chevrolet, Mazda, and Chrysler and tied for fifth were Ford and Lexus. Mercedes ranked consistently with women customers that rated their Browsing experience and were very satisfied with the engagement and treatment by the sales person and their overall dealership experience.



SERVICING

Honda dealers scored the highest from women having their car serviced with a WSI™ score of 4.84. The average WSI score for all brands is 3.95. Honda was followed closely by Acura, Mercedes, Lexus, and Chrysler. Honda ranked consistently with women customers that had an easy time scheduling a service visit, received an estimate prior to work being completed, had alternative options provided, felt they were treated respectfully and advised of the process, and paid an amount consistent with what was quoted.



The WSI® data comes from audited consumer reviews. Women now account for 54% of all cars purchases; however, they influence and initiate almost 80%. Six out of ten women visit three or more dealerships during the purchase process. “Car companies and dealerships that treat and respect women well are placing themselves in a strong position to convert more browsers to buyers, and, get more referrals. Women are short on time and want to do business with dealers that are already treating women well”, said Anne Fleming, Car Buying Advocate and President of the company.

For more information regarding other brands’ WSI ® scores or for the company’s national report on [What Women Really Experience at the Car Dealership](#) contact sales@women-drivers.com.

*Note: Hummer, Dodge, Land Rover, Jaguar, Volvo Daewoo, Saab and Scion are not included due to statistically insignificant data.

[Women-Drivers.com LLC](#) connects women and families to Certified Women-Drivers Friendly™ car dealers. The site allows consumers to rate their Purchase, Browse and Service experience at dealerships nationwide. The company markets Women Satisfaction Index™ (WSI) reports to the industry showing what women really experience when visiting dealers. These analytics provides insights for dealerships to convert more browsers to buyers as well as pathways to educate and improve the customer experiences.