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2011 Top 10 Certified Women-Drivers Friendly™ Dealers in the US

PITTSBURGH, PA - Women-Drivers.com

Who made the cut for the top car dealerships in the US? The female consumer has spoken and out of 1300 dealerships in the United States receiving reviews, the Top 10 Certified Women-Drivers Friendly™ Dealers are in. The Certificate acknowledges the positive, consistent and respectful experiences women had at these dealerships in 2011. The company presented the following dealerships and personnel with the Certified Women-Drivers Friendly™ Dealer of the Year awards last month.

Wright Nissan – Tom Hull, GM

Sheboygan Auto – Jared Romanoski, GM

Rohrich Toyota - Mark Podrosky, GM

North Hills Toyota – Carlos Echevarria, GM

Monroeville Chrysler Jeep – Vic Olive, GM and Jeffrey Mountain, IM

Kelly Mitsubishi – Chris Saraceno, Owner and Tom Carey, GM

Day Ford – Debbie Day, Owner and Peter Flaherty, GM

Day Chevrolet – Debbie Day, Owner and Dave Steward, GM

Baierl Chevrolet – Mike Paolucci, GM

Haasz Chrysler - Tyler Kline, GM

Certified Women-Drivers Friendly™ Dealers are leading the trend towards higher consumer satisfaction via the rising purchasing power of women; these particular dealers are getting more sales, leads and referrals. The higher a dealership's WSI® score (Women's Satisfaction Index), the higher their CSI score.

Our "Certified" Difference Dealerships that are Certified get several no-cost perks that other national dealer review sites charge hundreds of dollars for each month. For starters, positive reviews are integrated into their Facebook Fan Page to assist in building an affirmative reputation and to grow their fans. The reviews from these dealers are also optimized in major search engines as well as these dealerships come up first in the company's database.

"The site is all about connecting a powerful group of buyers with sellers that are respectful and customer-centric", said President, Anne Fleming. "We do not have dealers pay to become certified. Our model is about authenticity and if there is payment exchanged between the dealer and the company that is 'certifying', how do consumers trust the integrity of the dealership's standing, reviews and ranking? At our company, customers are the ones 'certifying' a dealership – not an independent company that is being paid by the dealership".

What Are the Criteria for Being a Certified Dealership? A dealership must have a minimum of ten reviews to qualify. For each review written, a rating is posted with scores ranging from a 5.0 (Excellent) to a 1.0 (Marginal). Each review falls under one of three categories: Browsing, Purchasing or Servicing. A Certified Women-Drivers Friendly™ rating of 3.8 or higher indicates that a dealership has earned the trust and reputation of being service-oriented towards women. To retain this status and receive its [Benefits](#), dealers must get reviews continuously.

About Women-Drivers.com - Women-Drivers.com provides car dealers with distinct, web-based marketing solutions that build trust and transparency, resulting in greater sales and servicing from women. Women-Drivers connects women to Certified Women-Drivers Friendly™ Dealers and publishes a platform of services to qualifying dealerships to distinguish and market themselves. The innovative Facebook Integration of women+family content results in dealerships building larger social communities, longer time spent on the dealerships site, and more sales conversions.