



**WOMEN-DRIVERS.COM**  
CONNECTING WOMEN + FAMILIES TO CERTIFIED CAR DEALERS

Our company supports dealers with innovative content for your marketing provider to customize and optimize your brand. Build brand awareness and SEO, showcase a trusting culture, and differentiate a pre- and post-sale value to build retention and market share.

### **Research + Purchasing Articles**

1. Traveling with Your Pet
2. Buying a Used Car – Questions to Ask the Dealer
3. Understanding Comprehensive and Collision Insurance for Your Vehicle
4. Donating Your Car: Considerations, Concerns and Benefits
5. Top Benefits of Car Leasing
6. Selling Your Car? 7 Tips for a Quick and Easier Process
7. Let's Talk Torque
8. Holiday Season is a Great time to buy
9. What it Means to buy a 'Certified' Car
10. Driverless Cars in The Future
11. Test Drive: Buy the Car that's Right for You
12. Car Colors and You
13. Be Prepared When Renting a Car Overseas
14. Credit Scores & You
15. How to Save on Car Insurance
16. What Car is Best for Me?
17. Paperwork Required at Purchase
18. Trade-In vs. Donate
19. New vs. Certified Pre-owned
20. Ground Rules for Credit and Financing
21. Buying a New Car? Save Time, Buy Online
22. Tips for First Time Buyers
23. Get the Ideal Upgrades

### **Safety + Car Ownership Articles**

1. Avoid Identity Theft When on the Road: 6 Tips to Keep You Protected
2. Is There a Spare Tire in Your Car's Trunk?
3. Have a Flat? How to Change and Use the Spare Tire
4. Inflatable Seatbelts Improve Passenger Safety
5. Inclement Weather Driving Tips
6. Airbag Technology Today

7. Tips for Merging Near Construction or Lane Closure
8. Driving . . . and the Sun
9. Car Safety Recalls
10. Plastic Water Bottles – A Health Hazard in your Car?
11. Have Dog, Will Travel...Safely
12. Pregnant and Driving for the First Time?
13. Women Driving Safety Tips
14. Defensive Driving Tips
15. Senior Driving Safety Tips
16. Teen Driving Tips
17. Winter Driving Safety
18. Handy Ideas of Packing the Trunk During Travel

## **Vehicle Care Articles**

1. Traveling with Food – Keeping it Tasty and Safe in Your Car
2. 5 Most Common Causes for Car Breakdowns
3. How to Avoid Vehicle Breakdowns?
4. Warning Signs to Get Your Brakes Checked
5. Tips to Keep Your Car looking like New
6. Safety Rules for Using Jumper Cables
7. Reasons why your car is Vibrating
8. Best Tire Buying Tips
9. Tips for Smart Tire Care
10. Facebook & Your (Home) Security
11. Tips to Protect Your Home While Away
12. Vacation Checklist
13. Preparing Your Car for a Road Trip
14. 10 Fuel Savings Tips
15. Must-Do Maintenance Tips
16. Accident Checklist
17. Accident Care FAQ's
18. In Your Trunk
19. Winterize Your Vehicle
20. Detailing and Car Care
21. Warranty FAQ's & Benefits