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What women want... at the wheel

14.09.2009



She knows what she wants... to be safe

Women drivers in the UK place safety as their number one priority when buying a car.

That's according to research by the 'eSafetyAware!' Campaign for the AA, which also found that women are 30% less likely to know about certain safety features than men.

Generally two out of three UK car buyers who place a high priority on safety when choosing a vehicle have little or no knowledge of new features

that will protect them and their families.

Women are involved in seven out of 10 car purchase decisions in the UK but are 30% less likely to know that the newer safety features are available to them.

These features include: ESC, blind spot monitoring, lane support systems, speed alert, and warning and emergency braking systems.

The study also showed that people are one third more likely to choose eSafety systems when they are aware of them and would be willing to pay more to have these systems fitted.

Only one in seven sales people focussed on safety as an important feature with the "look" and price of cars mentioned more often.

Commenting, Edmund King, AA President, said: "Women are very influential in the purchase of 7 out of 10 new cars yet are not as well-informed about modern safety systems that can be life-saving technology as men.

"Some car showroom staff still promote price, style and performance over safety yet our research shows women rate safety as their number one priority."



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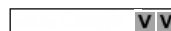
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