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Car buying? Women are in the driving seat

...But not when it comes to car safety systems!

By David Vincent

WOMEN place safety as their number one priority when buying a car, yet are 30% less likely to know about the existence of eSafety systems than men, according to a new study conducted by the eSafetyAware! campaign.

The research showed that women are involved in seven out of 10 car purchase decisions and that the general trend is a purchase with responsibility shared between partners, rather than one party acting alone.

The study further highlighted that although both men and women considered safety to be an important factor when purchasing a car, it consistently scored higher in priority for women.

But when it comes to knowledge about eSafety systems, the study showed that general awareness is still low, ranging from 56% for Speed Alert systems down to 35% for Lane Support systems.

Women consistently score



BE AWARE: Car safety systems could save your life

lower than men in awareness of the existence of such devices, as much as 50% for some systems.

The study also shows that people are on average 30% more likely to choose eSafety systems when aware of them and would be willing to pay more to have these systems

fitted.

The key eSafety applications promoted by the eSafety Challenge are:

- Electronic Stability Control
- Blind Spot Monitoring
- Lane Support Systems
- Speed Alert
- Warning and Emergency Braking Systems

