



***Women now purchase over 60% of all new cars and make the final decisions in 85% of all new car purchases.***

The Women On Wheels national program has been around for over a decade, and in excess of 14,000 ladies have attended a WOW night somewhere in Australia.

Essentially, Women On Wheels acts as an external resource for Automotive business's to assist them to hold a successful vehicle and safety awareness event at their premises. We work with the nominated event co-ordinator for a period of 6 weeks prior to the event, and provide checklists, timelines, instructions, and guidelines for the complete event management. Additionally we supply the facilitator on the night, and the catering for the participants.

The events are usually held during the evening and run from 7.00pm to 9.30pm.

The WOW Facilitator will arrive at the premises a number of hours before the event to assist in setting up the workstations and with coaching for all staff involved.

The night consists of the five hands on workstations, plus a safety talk at the conclusion during which time supper is provided for all of the ladies.

The ladies rotate through the five workstations which take approx 15-20 minutes for each. The workstation topics that are covered include:

1. Air Conditioning/Windscreen Wipers and Emergency Repair Kits
2. Wheel Change Procedure
3. Hoist Vehicle – Bumper to Bumper under vehicle explanation
4. Cooling System/Fuel System and Fuse Box
5. Oil System, Electrical System and Jump Starting a low Battery

These fun hands on events have many benefits for the hosting business, and our data had indicated that on average 55% of all the participants have never visited the business prior to the night.

The WOW program offers the hosting business the opportunity to attract new customers, promote customer satisfaction and customer retention, as well as benefit from positive word of mouth and increased sales activity through Service, Parts and Vehicle sales.

For further information visit our website: [www.wowheels.com.au](http://www.wowheels.com.au)