



Women On Wheels Australia



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Imagine attracting up to 55% new customers into your Dealership.....

Now you can by participating in one of Australia's best customer & community service

Programmes - Women On Wheels



Did you know? Women have the final say in 85% of all new car purchases?

What's in it for my Dealership?

Women On Wheels Works!

Over the past ten years this program has expanded from a small business operating in Victoria to a national organisation operating in all States. **Women On Wheels Australia** still has many clients who signed up in the early days - a testimony to the on-going success of these workshops. To date, **Women On Wheels Australia** has run workshops for nearly 10,000 women through 400 workshops for 110 businesses. **Women On Wheels Australia** has run successful programs for companies such as Mobil Oil, Bob Jane and ABS Brakes as well as numerous Franchised Dealerships and Auto Manufacturers around the country.

The Women On Wheels

Website

Once we have confirmed your booking, your Women on Wheels event is listed FREE on our website. www.wowheels.com.au We receive between 800-1200 hits per month on our website so that is a lot of potential customers seeing your business supporting the women in your local community. We also offer information and downloads from the website and your business can



contribute to these. We also have [twitter](#) and [facebook](#) linked to the website, so the word can well and truly be spread!

The Women On Wheels Website Feedback

Feedback is encouraged and often received; this is also posted on our website and is great way for many people to read the great response to your Women On Wheels night.

April 2010

"Thanks for organising such an informative evening at Suttons Arncliffe. The service staff were very patient with all our questions and spoke on a level that was easy to understand. Seeing the service section was an enlightening experience. I now know the meaning of some of the terminology used in services which will arm me with knowledge to question/query at service time. Supper was yummy and the breakdown kit was an unexpected bonus! Just hope I won't get much use of it, but at least I know now how to use it properly if the need arises!

Thanks again and congratulations on this much-needed service for women.

I will certainly recommend the event to other women.

Regards Jean A.

Free Media Exposure Targets New Customers



SAFETY SERVICE: Llewellyn motors customer experience representative Lea Blinston gears up for the Women on Wheels workshop. Sarah Harvey / Queensland Times

Women On Wheels Australia liaises with local media outlets to generate considerable media interest regarding your upcoming Women On Wheels workshop by promoting the workshop as a community service event. Media releases are dispatched and potential local media events/promotions are organised. These activities generate broad exposure and goodwill amongst the community for your Dealership.



Targets Existing And Lapsed Customers

Women On Wheels Australia assist your business to review its customer database, targeting female customers both existing and lapsed. **Women On Wheels Australia** then provides detailed instruction to assist you to coordinate your mail out, and provides an invitation template to mail to your customers. **Women On Wheels Australia** will then follow up all invitees in advance to confirm attendance.

Imagine 55% new customers!

Improved Customer Satisfaction
and Retention



From the **Women On Wheels Australia** activities, many new, lapsed and existing customers will be ready to experience your Dealership. **Women On Wheels Australia** statistics show that these workshops attract an average of 55% new potential customers into your Dealership. Imagine the positive impact this could have on your New and Used Vehicle Sales as well as your Workshop & Parts business!

The program will make women feel more comfortable and confident dealing with your Dealership. Treat your female customers with respect and equality and you will earn their trust in return. The program drives customer satisfaction and loyalty initiatives and increases the likelihood of these ladies returning to have their vehicles serviced.

Goodwill

Via Word of Mouth

60% of current participants in the program hear about **Women On Wheels Australia** through 'word of mouth'. Once the ladies have participated in your first workshop they will often ask when the next one is being held, and then invite family and friends. Family and friends who could become new customers of your Dealership!



Commitment to

A Longer Term Strategy

The program results improve the longer the program runs and we recommend a suite of 4 workshops per year. **Women On Wheels Australia** finds that with many clients, workshops are booked up well in advance. This gives the Dealership a constant stream of new prospects into the Dealership.

The end of each workshop is really the start of the customer relationship for the Dealership. Participants can be followed up after the workshops as they are now pre-disposed and familiar with your Dealership and team. They are now 'warm' not 'cold' prospects.

Enhance your

Community Reputation

A **Women On Wheels** evening will not only enhance your reputation as a community and equality focussed company, but will reinforce the reliability of your product through regular vehicle maintenance.



March 2010

"This week my two daughters and I attended a women on wheels event held at Northside Hyundai at Nundah in Brisbane. As my two daughters both have their learners permits being 16 and 17 respectively I thought attending would be useful.

Useful is an understatement.

The guys & girls at Northside Hyundai along with Women On Wheels put on a great night, we all learnt something, the hands on demonstrations are great; the safety aspects were really eye opening.

Thanks again, T. Moy"

How does it Work?

Women On Wheels Australia co-ordinates a women's workshop in your Dealership. Essentially a group of 30 -50 women will be invited free of charge to your facilities for an evening of fun and education about their car. The evening is presented in easy to understand terms with the minimum of technical jargon. Emphasis is placed on show and tell-style demonstrations where the participants are encouraged to ask questions and join in at every opportunity.

The guests will be instructed by your Service Advisors/Technicians and will rotate through workshop teams covering the basics of the vehicle and its maintenance - brakes, fluids, changing tyres, batteries, exhausts etc giving the ladies an opportunity to ask questions and actually participate in the activity.

During this event, they will not only build confidence in their own ability, but also develop trust in your service team. Women On Wheels Australia will then facilitate a session on personal safety both inside and outside of the vehicle.

Women On Wheels Australia will co-ordinate the invitations, information folders, show bags (including vehicle brochures), provide a light supper and finally present each participant with a participation Certificate.



HOW DO I SIGN UP?

1. Simply contact Jacqui at Women On Wheels on 0402 431 563

or email:

jacqui@wowheels.com.au

2. Women On Wheels will organise for one of its consultants to present you with your Dealer starter kit and develop a schedule for your Dealership.



Women On Wheels Australia offers the flexibility of more than one program theme targeting different customer groups. Below is listed the basic programme outline and content for each of the four main event themes.

- **Women On Wheels**
- **New to the Road (Parents and P-Platers)**
- **Retired and Trip Ready**
- **Motoring and personal safety**

#	Theme	Audience	Objective	Basic Content
1	Women On Wheels	Existing and potential female customers	To provide basic automotive education tailored specifically for female drivers	<ol style="list-style-type: none"> 1. Wheel change procedure 2. Fuel system 3. Fuse box 4. Oil system 5. Electrical system 6. Windscreen wipers 7. Tyre pressure 8. Emergency repair kit 9. Brakes
2	New to the road	Parents and new drivers of vehicles including Vehicle awareness	To provide basic automotive education tailored specifically for new drivers	<ol style="list-style-type: none"> 1. Wheel change procedure 2. Fuel system 3. Fuse box 4. Oil system 5. Electrical system 6. Windscreen wipers 7. Tyre pressure 8. Emergency repair kit 9. Brakes
3	Retired and Trip ready	Senior Drivers or customers about to embark on the big trip	Some basic automotive information specifically targeted to long trip and caravanning	<ol style="list-style-type: none"> 1. Towing a caravan 2. Caravan safety 3. Travel safety 4. Places to stay information <p><i>In addition to above content</i></p>
4	Motoring and personal safety	All previous and new participants	To provide guidance and advice in motoring and personal safety	<ol style="list-style-type: none"> 1. Drivers personal safety 2. Instruction in defensive driving 3. Guest expert speakers in road safety



Roles & Responsibilities

Women On Wheels Australia Responsibilities

Program & Event management Coordinate guest presenters	Participant confirmation 24 hours prior to the event
Event facilitation	Provide Facilitator
Provision of dealership checklist & preparation kit	Collation of show bags
Provide itinerary and timelines	Preparation of name tags and check in sheets
Cooperation with the dealership coordinator	Event set up coordination and instruction
Supply of invitation templates	Pre-event presentation coaching for dealer staff
Directions for the service department	Event catering for participants
Provision of marketing flyer templates	Photography & video (Optional *)
Liaison and coordination with local media	Design & printing of presentation folders (Optional *)
Supply of sponsors contribution information and template	Participants' certificates
Proof reading / Approvals of advertising materials	Provide participants surveys, collate feedback, provide detailed post event summary report to Dealer Management
<i>* Additional cost if required</i>	

Dealership Responsibilities

Identify & appoint dealership coordinator	Formal advertising in local community (optional*)
Placement of marketing flyers in various PMA locations	Ensure all relevant staff are available for pre-event presentation instruction and event participation
Identification of invitees	Provide materials for show bags
Preparation and mailing of invitations	Catering for Dealer staff
Commit to WOW time frames for optimal outcomes	Coordinate sponsors contribution
<i>* Additional cost if required</i>	



Your Investment

In line with the expectations of the Dealer network to maintain costs and allow for multiple events, **Women On Wheels Australia** has developed the 'Supplier Sponsorship Agreement' programme.

Upon confirmation of booking **Women On Wheels Australia** will provide the 'Supplier Sponsorship Agreement' form to be distributed by the Dealership Group to all its' suppliers to assist in the funding of the events.

In exchange for this commitment, suppliers can contribute marketing material for distribution among the participants, and depending on the level of sponsorship commitment, may be able to erect a product stall on the night or integrate their product/company within one of the existing workstations.

Supplier sponsorship can in many cases cover the entire cost of the event!

Included

- Complete event coordination beginning six weeks prior to event date and including Press Releases and Community Marketing.
- All instructions, timelines, checklists and guidelines for the event.
- Unlimited support for Dealer Event Coordinator and Service Manager.
- Supply and instruction on Supplier Sponsorship Commitment programme.
- Event preparation and workshop/personnel instruction.
- Event Facilitation.
- Catering for Participants.



DEALER FEEDBACK

Just a little feed back to date.

Have just booked another WOW service which takes us to 5 now. All in all it has produced some good dollars, approx \$1900 in sales, and these were customers we have never seen.

Ian C.
Service Manager

Testimonials from Dealer customers

Good afternoon everyone,

Cameron has just passed to me, a lovely letter from one of the ladies that attended our Women on Wheels evening on the 4th of May.

To say it short and sweet, this sort of feedback is what makes organising the evening all worth it and the reason why we will no doubt hold another evening in the future.

Enjoy the read and well done to you all.

Gemma Hewes
Marketing Co-ordinator



Hi Joanne,
Thank-you for both your & Jacqui's help & expertise.
The response today from the attendee's & public in general has been very positive.
Regards,

Ross Nicholas Augusta Auto Mall SA

Jacqui what a great night I think it is fair to say that it was a huge success thank you for your support and drive and determination the ladies all seemed engaged and the Techs involved had a great night, Adam, Grant and your teams you are to be congratulated for the way you conducted yourselves and leading from the front. Jim and Ray, thank you for your support in this program can't wait for the next one. Once Adam has down loaded the photos we will send through.

Regards

John Hooper
Group Service Manager

Hi Jacqui and Joanne,

Thank you so much for your help in the lead up and also during our actual WOW event last night.

I've got to say you guys have this down pat! Right from the start this has been a very easy and pain free event to organise.

I would not hesitate in working with you again!

Paul- we had 54 ladies attend last night's event with some very positive feedback. And both Jacqui and Joanne were fantastic to work with.

Thanks,

Emma Manicolo
Group Marketing Manager



Testimonials from participants

Dear Jacqui and Joanne,

I attended a WOW workshop last night in Lismore, and was very impressed. The guys in the workshop did an excellent job of imparting information and answering questions.

I am a National Director of the Australian Women's Motorsport Network, and even though I do know a fair bit about cars, most of my knowledge is based on early models. I felt it worth attending because there is always something new that you can learn. I found the evening very informative, and will recommend it to other female friends and the ladies in our network.

Ann from WOW told me that you are trying to get this into schools, when I commented to her on the age groups of the ladies who attended, as most were over 35. I fully support encouraging these workshops to youth. I also believe this should be a part of all learner driver training, as I have been told is the case in Europe, where it can take a couple of years to become fully licensed. Knowledge helps build confidence, making better, more aware drivers, as it's not only about the road rules and driving skills.

Thank you for making this opportunity available. I hope to see more of these workshops in the future.

Kind regards
Sue Corbett



[Supporting women in motorsports and the automotive industry](#)

Australian Women's Motorsport Network inc
Sue Corbett

Co-Founder & National Director



I just want to thank all you ladies for having such a wonderful idea and implementing it!

What a great advantage and confidence I have now doing long trips, I average about 1,300-1,500km's per week and never had anyone to show me all the things I learnt at the Women on Wheels night in Arncliffe recently.

I have an 11 year old daughter and have now shown her how to change a tyre as well and will bring her with me to the next session.

Once again, it is very appreciated and an absolutely wonderful service to your community.

I cannot believe it is not essential for all drivers to have this course done!

Kind Regards,
Angela

Hi Jacqui,

*Just wanted to let you know how much I thoroughly enjoyed last night. As a female, I've never felt confident when it comes to cars-shame on me! But not any longer!
The night was highly informative, actually easy to understand and thoroughly enjoyable. Thank you!*

Kind regards,

Jess

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