

# MEDIA RELEASE

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## **INTERNATIONAL AUTO SHOW GEARS UP FOR WOMEN SHOPPERS**

SAN FRANCISCO, CA (October 16, 2008) — Women are in the driver's seat when it comes to choosing a car for the family or themselves.

They buy more than half of all new vehicles and influence the choice of 85 percent of all automotive purchases in the United States, according to a study published in Road and Track Magazine. Making the right choice means being an informed buyer, one who makes it her business to know what options will most satisfy her needs, budget and style, whether she is a soccer mom, a society matron, a business professional - - or even a race car driver.

"I look for many different aspects when purchasing a passenger car," said IndyCar Racing League star Danica Patrick, who drives for Andretti Green Racing. "Since I am a race driver, I would be lying to you if I did not say speed is at the top of my list. But, in all seriousness, performance, durability and safety are what really matters when looking for cars."

Valid information is available on websites, but cold facts are only one aspect of choosing a car. And pretty magazine and television pictures don't put you behind the wheel of a car. Dealerships will let you take test drives, but that should come after you have whittled down options to a short list.

The San Francisco Chronicle|SFGATE.com 51st Annual International Auto Show presented by AutoTrader.com, which opens Nov. 22 at Moscone Convention Center, will display more than 800 models from 40 major manufacturers.

"It is good to see a variety of cars before settling on one," said Woodside resident Kelly Pettit. "I went to the car show last year and I found it very informative. My step-daughter had just moved back from England and she was looking at the hybrid SUVs.

"This year my 17-year-old daughter is looking to trade in the car she drives now for a hybrid. She is very conscious about being green and so are her friends. I hope the green community can pressure manufacturers.

"And I already have a list of cars I want to look at."

Thinking about a hybrid? Want to calculate the higher cost of a hybrid and the savings on gas compared to the lower cost of compact that does not get quite as good mileage. Need room to haul your kids and their friends to baseball practice, but high gas prices have you guessing on which vehicle will work for your family? Ready to trade in the sedate sedan for a sportier model now that the kids are gone?

Informed manufacturer's representatives at the auto show will be stationed at every display to answer questions, without pressure.

"Selling on the floor is not allowed," Show Director Kevin Diamond said. "This is a chance for women to talk to people who are there just to answer questions---maybe even some questions you didn't

think to ask."

In addition to cars, the auto show will feature an accessories area and will provide activities for children.

Automotive manufacturers are well aware of women's buying power and its impact on car sales. There are over 23.6 million licensed drivers in California, almost half of them women---a significant customer pool to which manufacturers and their advertising agencies cater. An ad in Allure or Vogue is probably not expected to be seen by men.

"I do think there are differences in what men and women look for in cars," Pettit said. "We are more interested in aesthetics than what's under the hood."

Supported by the California Motor Car Dealers Association, the International Auto Show will offer Bay Area auto buyers and enthusiasts their first opportunity to see the new 2009 model vehicles, more than 800 vehicles representing the work of over 40 manufacturers, all in one place. In addition to the 2009 model vehicles, the Auto Show will feature new introductions, hybrid and high-mileage vehicles, The Extreme Autofest, classic cars, hot rods and racecars.

The International Auto Show is the most spectacular auto exposition in northern California and the only auto show held regionally that lures the dazzling high-tech displays from the world's major manufacturers. It is expected to draw over 400,000 spectators to the 1.2 million sq. ft. Moscone Center making it the largest exhibition of any kind in the greater Bay Area and the second largest auto show in the western United States.

Show hours are:

Saturday, November 22 — Friday, November 28: 10:00 a.m. — 10:00 p.m.

Saturday, November 29: 10:00 a.m. — 9:00 p.m.

Admission is \$8 for adults with children 12-years and under free when accompanied by an adult. Tickets can be purchased at the door. For more information visit [www.sfautoshow.com](http://www.sfautoshow.com)