



AUTO BUYERS NETWORK



Connecting YOU . . .

Cars & Consumers

Enhance . . .

- Consumer Education
- Customer Service
- Marketing Outreach
- Brand Awareness

Products & Services

COMPLETE AUTO PROTECTION

Complete Auto Protection combines the most popular products that car buyers need without hidden cost, claim limits or deductibles. Protection includes paintless Dent and Ding repair, Tire and Wheel protection, Windshield repair, Key/Remote replacement, Auto Buying Assistance, Full 24 hour Roadside and more. Only interested in one product? Offer any one as a standalone or create a package that fits your business needs. Extended warranties, GAP insurance, window etching and more also available.

AUTO BUYING

ABN Auto Buying uses an online platform to track and manage referrals and appointments. When car buyers are referred to participating dealerships via this system, it lowers marketing and operational expenses, saving costs, which are then passed on in the form of lower prices for car buyers and cash rewards for referrers.

Car buyers win because they save money and get a great car buying experience. Car dealerships win because the program reduces their advertising costs. Participating consumers win because they earn unlimited cash for helping others save on auto purchases.

WOMAN FRIENDLY SEAL OF APPROVAL

Women influence 80% of automotive decisions, yet 3/4 of women surveyed say they feel misunderstood by car marketers. For dealerships that really want to stand out and attract more women into their dealership, Car-Buy-Her offers the Woman Friendly Seal of Approval. Our seal program offers a unique perspective on diversity training and its importance in sales, while offering dealerships an opportunity to create a holistic marketing campaign that appeals to both male and female consumers.

CONTACT:
Tel: 770.210.0726
Tel: 732.873.5200

CAR CLINICS for WOMEN

Car Clinics for Women are informative and enlightening events that educate women on automotive issues. This much-needed seminar attracts savvy female consumers that want to expand their automotive knowledge, gain information and resources. Women leave feeling empowered as they move from being a car buyer to a Car-Buy-Her, a woman that is informed, in control and ready to buy! Companies sponsor these events as a way to reach out to female customers.

WOMEN in AUTOMOTIVE

Women in Automotive allows us to highlight women in the automotive industry and woman friendly companies via a feature article. We gather information on your company, accomplishments, and strategies for creating a woman-friendly environment and then write a feature that is great for sharing with local media, prospects and clients.

NEWSLETTER SUBSCRIPTIONS

Both consumer and business newsletters are available to support your marketing initiatives. Our woman-specific consumer newsletter is a great edition to the waiting lobby, while our business newsletter provides specific tips, ideas, resources and strategies for attracting female consumers.

ABOUT:

Auto Buyers Network (ABN) eliminates the challenges consumers face when buying a car by providing consumer education, a trusted dealer network and a technology platform to ensure members have hassle free auto buying experiences. www.AutoBuyersNetwork.biz

Car-Buy-Her (CBH) focuses on the automotive experience from the female perspective. Uniquely, Car-Buy-Her helps female consumers take a comprehensive approach to car buying, while working with automotive businesses to improve customer service, marketing outreach and effectiveness. www.Car-Buy-Her.com

Connecting