



NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

Create a Culture to Win With Women



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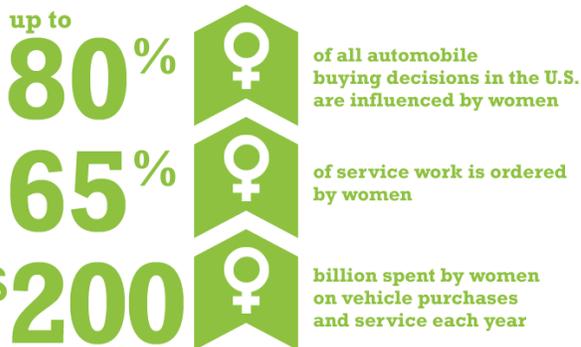
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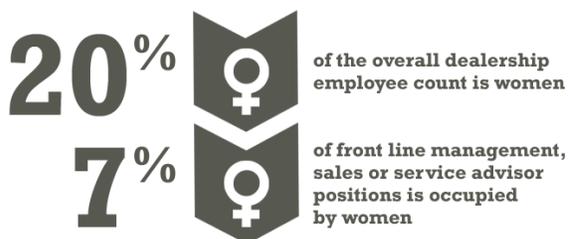
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A Woman's World?



but...



Sources: M2W Fast Facts, Road & Travel Female Buyer Study, National Institute for Automotive Service Excellence, National Automobile Dealers Association

Relevant Links - Automotive Industry and Women:

[Deloitte Study 2015 -The advancement of women in automotive - Women at the wheel](#)

[Automotive News 100 Leading Women 2015](#)

[NADA 2015 Workforce Study Highlights:](#)

-Car sales consultant, the only key position to exceed the national private-sector average, was the highest turnover position at 72 percent annually (non-luxury turnover was 80 percent, luxury turnover was 48 percent). Female sales consultant turnover was 90 percent. Truck sales consultant turnover was 17 percent.

-Millennials were 48 percent of all dealership new hires and 31 percent of the total dealership workforce; turnover among millennials was 54 percent.

-Women were 18.5 percent of dealership employees; 8 percent of women were employed in key positions, 91 percent in office and admin support.

Get the full report by signing in to NADA University Online and searching 2015 trends. Or call Customer Service at 800.557.6232.

[Women in the Automotive Industry | Catalyst Statistics](#)

[M2W - Marketing to Women Conference Fast Facts](#)

[M2Moms - Marketing to Moms Conference Fast Facts](#)

Articles / Videos:

[Automotive News - Cherie Watters - Why don't more women work in dealerships?](#)

[CBTNews Video: Jody DeVere CEO AskPatty.com on how to recruit female employees to your service drive](#)

[CBTNews Videos - Lisa Copeland GM FIAT of Austin - Hiring and Retaining Women](#)

[DrivingSales.com Part 1: Recruiting Women In Dealerships](#)

[DrivingSales.com Part 2: Recruiting Women In Dealerships](#)

Resources:

[Women's Automotive Association International](#)

Founded in 1995, WAAI focuses on recognizing the achievements of women in the automotive industry, providing networking and relationship-building opportunities, and encouraging growth through mentoring, educational endeavors and scholarships.

[Women in Automotive Conference](#)

Accelerating the Role of Women in the Automotive Industry