



CarZen Calls on Women to Become More Auto Savvy During Women's Self-Empowerment Week

Women have new & powerful tools when they search to buy a new car using online vertical car search and buying sites like CarZen.com. It's a new year and a new dawning for women who finally want to achieve "autoenlightenment." With a waning economy, auto manufacturers and dealers are offering incentives and deep discounts that have not been seen for half a century, CarZen is a powerful way to help women make the best decisions about a major car purchase.

New York, New York ([PRWEB](#)) January 6, 2009 -- It's a new year and a new dawning for women who want to buy a new car and achieve "auto enlightenment." With a waning economy, auto manufacturers and dealers are offering incentives and deep discounts that have not been seen for half a century, making online car search engines such as [CarZen](#), a powerful way to help women make the best decisions about a major car purchase.

What better way to start the year than achieving auto empowerment during Women's Self-Empowerment Week - a week long observance from January 5 -11. This is a time for women to reflect on and feel good about their accomplishments, role in society, as well as establish new goals for the future. Why not make one of the goals to learn the tools needed to research the best car based on your wants and needs, or to negotiate with dealers when making your purchases? For consumers who qualify for loans or have the cash to buy outright, the time is ripe to pick some of the [best car deals in a decade](#). In fact, to clear last year's inventory, the industry is now offering great deals on new cars, in the form of both [incentives and rebates](#).

CarZen - the most efficient and powerful car search tool on the web - is well poised to help you make the decision to buy a new car. CarZen provides the simplest and most personalized experience that is "pain free" - unlike competitors that inundate women with useless jargon, pages of content, stats and figures, CarZen streamlines the process through its [CarConsult](#) consultative auto personalization tool. Within minutes, CarZen provides consumers with their perfect "car match," which enables the laser focus they need in this challenging environment.

Consider these facts as they relate to women and car buying:

- Women spend \$83 billion annually on new cars.
- As of 2004, more than 68% of all women use the Internet to research product information and resources online.
- Women are directly responsible for nearly 45% of all new vehicle sales in the United States, including sales of trucks, and influence 80% of those sales.
- When it comes to a couple or family purchasing a new car, women influence the decision by 85% and display 95% of the vetoing power against a car (Woman Motorist, 2000; Road and Travel, 2004).

"Once visitors use CarZen to select the right kind of cars based on their individual wants and needs, they are equipped with the tools to help negotiate when speaking to car dealers, ultimately leaving them empowered and with a feeling of "Auto Enlightenment" -- CarZen's mantra," said [Lauren Fix](#), CarZen's female mascot and Automotive Editor in Chief. "For women, this is particularly important, as it is widely known that women pay more at car dealerships than men and need to be more educated when searching for cars. Women tend to be more practical, and have very pragmatic needs that CarZen can help them navigate. Men, on the other hand,



tend to base decisions on automotive pictures and performance specs."

Regardless of gender, using CarZen is simply the best way to search for a new vehicle. And in these difficult economic times, it is even more important to use a robust and appealing car search site with that will give consumers the tools they need to give car dealers a run for their money.

About Us: CarZen is the most efficient and powerful car search tool on the web that provides the simplest and most personalized experience. CarZen is focused on delivering content better and faster and providing pain-free experiences that empower consumers to make better car-related decisions. CarZen is auto enlightenment. For up to date auto-related postings, visit the [CarZen blog](#). Media Contact: Andrea Martone, 917.929.0527

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