



FEMALE FORESIGHT — The growing percentage of women performing do-it-yourself auto maintenance has prompted many automotive product managers like Quaker State Oil Refining Corporation to gear marketing strategies to include female customers. Not only do women add or change their own motor oil more than any other maintenance task, they also are more likely than men to service their cars regularly.

Automotive market targets female customers

Women, representing two of every five drivers on the road, are fast becoming a significant force in the automotive market.

Not only do women make 30 percent of all domestic new car purchases, but they also are taking on more responsibility for the maintenance and repair of their automobiles.

According to the Newspaper Advertising Bureau (NAB), 39 percent of all maintenance or repair decisions are made by women. Interestingly, women also are more likely than men to service their cars more regularly.

Fifty-nine percent of women responsible for car maintenance have their cars checked at regular intervals, as opposed to 41 percent of the men.

Growing role

As women continue to play a larger role in purchasing and maintenance decision-making, many automotive product companies are adjusting their male-oriented marketing strategies to make room for

the growing number of female customers. This also includes the do-it-yourself market, where women now comprise 27 percent of all DIYers.

Quaker State Oil Refining Corporation for instance, recognizing that the most popular DIY activity among women is motor oil maintenance, took the lead in the motor oil industry by repackaging its entire line of motor oil in convenient resealable plastic bottles as early as 1984.

Opting for convenience

"While both males and females prefer-

red the plastic bottles in our initial consumer research, females overwhelmingly indicated they would switch to Quaker State motor oil based on the cleaner packaging design," says Philip Petraglia, manager of Quaker State's marketing services.

In addition to more attractive packaging design, Quaker State, along with many of the auto makers, now targets both males and females in the development of its advertising.

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trol units sold in the U.S. and are expected to account for 60 percent by 1990.

Exactly what does gas charging do that has made gas-charged shocks and struts so popular? For starters, one of the primary functions of a shock is to help keep the vehicle's wheels on the road more efficiently. Gas shocks do this much more effectively than conventional non-gas products.

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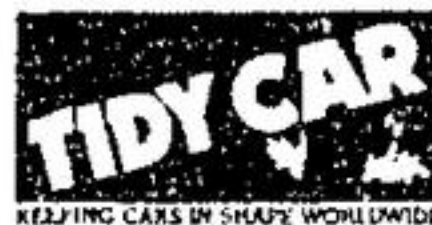
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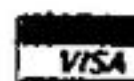
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