

## buying a used car

ADVERTISEMENT



Saving you 10 - 20 %

FIND YOUR NEXT CAR

# Why is it so hard to buy a car if you're a woman?

SPONSORED

SPONSORED CONTENT BY AUTOPORT • 10:49, Jun 20 2019



123RF

The customer is always right, arm yourself with knowledge, and focus on what you want in a car.

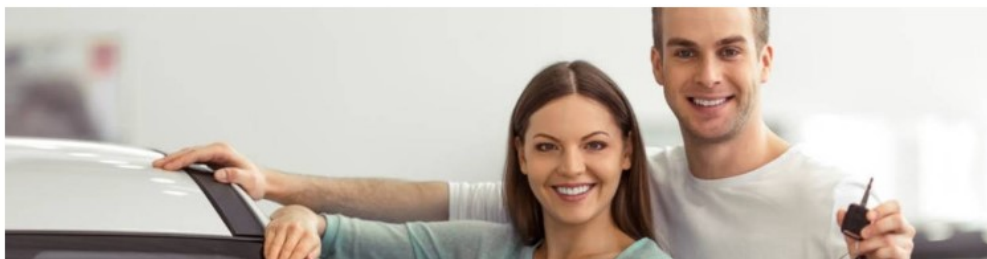
Women influence 80-85 per cent of all car-buying decisions, and yet many still dislike the process. Anecdotally, many women when asked will have a story about feeling dismissed, patronised or ignored while car shopping with a dealer.

And you don't have to look hard to find multiple articles reporting women describing the car buying process as making them feel 'stressed', ' and 'overwhelmed'.

So what is it about the car buying process that makes them feel this way?

The male-oriented industry means car yards and dealerships can be intimidating, making women feel like they're 'prey in a glass box'. Salespeople can aggressively target women to make a sale, quote higher prices and assume women know less about cars than their male counterparts. If a woman brings a man along, the seller often talks to him instead of her. Worst-case scenario, but not unheard-of: salesmen make suggestive, inappropriate remarks to female buyers.

It's no wonder that a woman looking for a car expects the process to feel uncomfortable. Here are some suggestions that can help female buyers to overcome the bias and feel more confident about choosing their next car.



ADVERTISEMENT



Saving you 10 - 20 %



FIND YOUR NEXT CAR

Advertise with Stuff

## most popular

- 1 Ministry of Transport fraudster Joanne Harrison's criminal history revealed
- 2 Black Caps v South Africa live - Cricket World Cup 2019
- 3 Cricket World Cup 2019: Black Caps march on, end South Africa's playoff hopes
- 4 Ninety women, 81 images, 30 hours of hidden camera video - the victims' story
- 5 Detective tackles man accused of stalking during dramatic Australian press conference
- 6 Insurgent leaders admit they were in Afghanistan village raided during NZ SAS's Operation Burnham
- 7 Quiz: Morning trivia challenge June 20
- 8 For and against: Could a flat tax ever work?
- 9 Government discarded expert advice not to use 'potentially misleading' data about dolphin threat
- 10 Cricket World Cup 2019: Black Caps hero Kane Williamson gifted a life by sloppy South Africa

## top stories in your community



### Scammers BEAWARE!

Hey neighbors! Just a friendly WARNING! A random computer technician will call



Women influence 80 - 85 per cent of all car-buying decisions, yet can be made to feel excluded or dismissed.

123RF

## GO ONLINE AND DO THE RESEARCH

ADVERTISEMENT

autoport.nz  
#ONLINE CAR BUYING

Saving you 10 - 20 %

FIND YOUR NEXT CAR

Advertise with Stuff

There's a wealth of information about cars and the industry out there. Before heading out to car yards, it's worth taking the time to research the kinds of cars you're interested in. That's good advice for men, too.

Go deep – learn about prices and optional extras of makes and models. Take notes, and bring them with you when you shop. It might also be worth reading some of the car-dealer reviews or feedback online, too, so you know what barriers you may be facing and can prepare for them.

## LET THE SALESPERSON KNOW YOU KNOW

When you shop for a car, bring your research, along with some in-depth questions. Indicate that you know what you're talking about and don't be distracted by 'women-friendly' features or special add-ons. Stick to your questions, and write down the answers. If the seller deviates from what's already been said, you'll be able to pick up on it easily.

## KEEP YOUR FINANCES TO YOURSELF

The dealer doesn't need to know what your financial situation is, or how you intend to pay for your new car. The less you reveal, the less ammunition the dealer will have to pressure you into a sale. Don't discuss payment options, just stick to negotiating the price.



123RF

Autoport has a 5 day money back guarantee, so if the car isn't perfect for you, it's not a problem.

## Cancer diagnosis shocks Auckland...



His teachers thought he was being lazy and his dad thought he had growing

## Poll: Would you live in an adult d...

Hi neighbours, The Coh – short for "co-home" – is a 22-bedroom, three-storey

## John Tamihere talks mistakes, Tr...

John Tamihere arrives nearly 30 minutes late for our interview at Stuff's Auckland

### Crime & Safety updates

For your street and nearby  
Find out more >

near auckland city

1 of 39



### A Home For All Seasons

Glendowie, 18 Kesteven Avenue

Barfoot &

Thompson Mission

find out more

Licensed under the REAA 2008

ADVERTISEMENT

autoport.nz  
#ONLINE CAR BUYING

Saving you 10 - 20 %

FIND YOUR NEXT CAR

Advertise with Stuff

00:24 / 00:57

UAW, FCA Reach Agreement, Strike Av...  
2017 Ford F-Series Super Duty Truck Re...



## DON'T RUSH

It's a really good idea to take your time – unless you need a car urgently there's no reason to close the deal immediately. The longer it takes, days or even weeks, the more likely the price will come down, so don't rush. While you risk losing the car to another buyer, remember that you hold the power in the negotiation. There are probably plenty of cars that would suit you, whereas the traditional car dealer needs to sell that specific car, so it's easier for you to walk away from the deal.

## DON'T ACCEPT PATRONISING BEHAVIOR

If the salesperson starts talking down to you, or trying to divert your attention to 'womanly' aspects of a car like seat fabric, change the subject back to the important considerations – the car's mileage, service history and age, amongst others. If that doesn't work, ask to see another salesperson, or go straight to the manager.

If things still don't improve, you're within your rights to go elsewhere. First tell them why you are halting negotiations and why they've just lost a sale – they need to know.



123RF

Search online to find out what kind of car you want, and take notes with you when you go to a dealership.

## AVOID CAR YARDS ALTOGETHER

While online auction sites like Trade Me can shield you from many of these issues, there are a few downsides. You may still find yourself interacting with dealers anyway, and private sales don't come with the protections you can expect when buying from a registered motor vehicle trader.

There is an alternative. Online car buying sites like Autoport ([www.autoport.nz](http://www.autoport.nz)) offer a new way of buying cars. They present you with thousands of cars to choose from and a far wider variety. They also take the role of importers, cutting out middlemen's fees, which means you could get your car for as much as 20 per cent less.

While you still end up buying from a car dealer, you can avoid car yards entirely while still having the protections built around the sale. For example, Autoport offers a five-day money-back guarantee, which can essentially become a test drive. You get up to 500kms to make sure the car is what you really want. If it isn't, you can return it in the same condition you got it, no questions asked. It is also reassuring to know Autoport cars have also passed AA Safety Compliance standards. "We appreciate that buying cars online is a new concept for the public – but is it really? At Autoport we offer all the same services as a traditional car dealer including finance. However, unlike others we remove the risk associated with purchasing a car by offering our 5 day money back guarantee and including a 12 month mechanical warranty" David Paviour – Autoport co-founder says.





123RF

Don't accept patronizing behavior from sales staff, talk to another salesperson, or better yet the manager.

---

### **KNOWLEDGE IS POWER - OR YOU CAN GO ONLINE**

Women haven't had it easy in the male-dominated car-sales industry. Taking the power back is about arming yourself with knowledge, focusing on what you want in a car, and never forgetting that you the customer are always right.

Take advantage of the new era in car buying with the likes of [Autoport](#), for plenty of choice, consumer protections, mechanical warranties, finance options, and a money-back guarantee, without the patronising hard sell.

#### **Sponsored content**

