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**Car-Buy-Her launches online resource;
Website deemed woman-friendly; aids female auto consumers**

Women now have their own special place to learn about car buying --- an online resource, carbuyher.com, is the new voice for the female auto consumer.

/24-7PressRelease/ - October 22, 2005 - For every woman that is challenged by the thought of car shopping or going to a dealership, there is carbuyher.com, an online automotive resource designed to help female auto consumers become more knowledgeable about car buying and find woman-friendly dealers in their area.

Launched in October, just one month after new car models were introduced and two years from the date the idea was conceived, carbuyher.com warns BuyHers to Beware with lead-in articles like Timing Your Purchase, We Will Pay Off Your Trade, and VIN Cloning, which helps women understand the dynamics of trade-ins, how to get a better deal when car buying, and how to look out for vehicle theft, along with an article on how women can use their Car-isma by Leveraging Their Sex Appeal When Buying a Car.

In addition to articles, the site hosts: Checklists that include What You Should Know Before Going to A Dealership; Things You Need to Have Before You Service Your Car; Stories from women about their cars; Car symbolism, personal connections women have to their cars; Online Resources and Tools; The Car-Buy-He Male Expert, and an upcoming personal showroom, all stamped with woman-friendly approval.

'What we really want to do is educate women. 50% of women are buying new cars and 48% percent are buying used cars, and woman, both single and married are handling the majority of their own car maintenance; We felt it was time that women had not only a resource, but an advocate in the industry', says Sheronde Glover, Founder and Site Editor. We consider ourselves the New Voice for the Female Auto Consumer because we talk to her, we relate to her, we are her. Women that come to our site can get information and feel comfortable'.

In addition to educational services for women, carbuyher.com is working with select dealerships that are interested and invested in educating and building better relationships with female consumers. 'Women often feel mistreated at dealerships and that is unfortunate. Car-Buy-Her has developed the Woman Friendly Seal of Approval Program, a unique advertising program for dealers that want to take steps to connect more effectively with women', Glover shares.

Women needing information on car buying or that want to share a car story and dealers that are interested in the Woman Friendly Seal of Approval Advertising program, can visit online at www.carbuyher.com or call 770-210-0726.

Car-Buy-Her is an automotive marketing and consumer education firm that works with female consumers and automotive dealerships to educate, connect and build better relationships.