



Scranton Motors Partners with AskPatty.com to Market to Women Consumers

Scranton Motors, Inc., of Vernon, Connecticut, partners with Ask Patty to provide a safe and friendly place for women to shop.

Vernon, Connecticut ([PRWEB](#)) January 2, 2007 -- Scranton Motors, Inc. Cadillac Pontiac GMC will embrace the Ask Patty concept. Scranton Motors is celebrating 54 years of auto and truck experience. Scranton Motors' partnership with Ask Patty represents an increased commitment to the female car buyer to provide a safe and comfortable buying experience.

Scranton Motors' decision to become a female friendly dealership proves they are a forward-thinking team. Currently Scranton Motors has a large female customer base and by becoming Ask Patty certified, they are taking extra strides to improve their dealership experience. The Scranton Motors team has taken the initiative to add important tools to their sales and service training in order to forge better relationships with their female customers.

"I have always been an advocate of marketing to women and know how vital it is to communicate your message to them successfully," states Dean Kloter, General Manager of Scranton Motors. "I learned early on in my career how important a woman's input into the decision making process is and understanding what benefits they want to get out of our product and services. So, when I heard about Askpatty.com and saw names like Rebecca Maddox & Marti Smye involved along with what seems to be a 'Who's Who' list of expert automotive women on their advisory board, I did not want to pass up the opportunity to get on board."

"Adding Scranton Motors to our growing list of Ask Patty Certified Dealers is exciting for all of us," states Peter Martin, CEO of AskPatty.com. "We are looking forward to building a great relationship with Dean Kloter and his dealership team."

Scranton Motors will join the Ask Patty list of Certified Dealers on the AskPatty.com web site. Consumers are able to search for a certified dealer in their area by zip code.

About AskPatty.com, Inc.:

Ask Patty provides women consumers an opportunity to send questions about car buying, selling, repair and maintenance to a panel of expert automotive women and is a safe online place to share and discuss their car buying experiences. Women can submit posts directly to the Ask Patty website by going to the <http://www.askpatty.com>. The Ask Patty advisory panel of automotive expert women is headed up by Deborah Renshaw -- professional NASCAR driver, and is comprised of women who hold various leadership positions in the automotive industry.

Women purchase over 50 percent of all vehicles sold in the United States each year and influence 85 percent of the buying decisions, spending over \$80 billion. Yet, shopping for and buying a car can be a challenge for women who are first time car buyers or for women who had a bad experience in the past with a car salesman or dealership.

Properly armed with the right tools and training your dealerships can increase its share of the largest and fastest growing demographic of new vehicle buyers in the U.S. -- Women Consumers. The Ask Patty Certified Dealer



program was designed specifically for car dealerships to attract, sell, retain and keep loyal women consumers.

AskPatty.com is a member and 2006 corporate sponsor of the Women's Automotive Association International based in Detroit, MI, (<http://www.waai.com>), on the Women's Board of the Car Care Council, (<http://carcare.org>), a SEMA member (<http://www.SEMA.org>) and a member of the SEMA Business Women's Networking Group.

Ask Patty Certified Dealer Program:

Properly armed with the right tools and training your dealerships can increase its share of the largest and fastest growing demographic of new vehicle buyers in the US -- Women Consumers. The Ask Patty Certified Dealer program was designed specifically for car dealerships to attract, sell, retain and keep loyal women consumers.

Visit Scranton Motors at <http://www.askpatty.net/scrantonmotors> or 800-490-5957 and ask for John Giordano.

###



Contact Information

Breanne Boyle

ASK PATTY.COM, INC.

<http://www.askpatty.com>

888-854-9929

Online Web 2.0 Version

You can read the online version of this press release [here](#).