

March 2005

Good Housekeeping

2004

GOOD HOUSEKEEPING
STUDY REVEALS

The Best Vehicles for Women

Women are making or influencing auto buying decisions in ever-increasing numbers. Now in its sixth year, Good Housekeeping's What Women Want Auto Survey asked women to weigh in on their satisfaction level of the cars and trucks they'd recently bought... and the auto industry is listening.

★
WOMEN'S AUTOMOTIVE
SATISFACTION AWARD
Good Housekeeping Institute
WHAT WOMEN WANT



 **SUBARU.**

SUBARU FORESTER

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WHAT **WOMEN** WANT

Safety was the single most important attribute or contributor to overall vehicle satisfaction.



“ Companies that pay close attention to women's needs, especially in the areas of safety, value (such as fuel economy), quality and performance, will be the long-term winners. ”

—John Kupsch Technical Director Good Housekeeping Institute

Good Housekeeping Institute and J.D. Power & Associates surveyed over 40,000 female new-vehicle owners to determine their favorite vehicles in eight different segments.

In order of importance to women, the criteria were as follows:

- Vehicle safety
- Vehicle exterior condition
- Solid and durable construction
- Vehicle interior condition
- Interior quietness of vehicle

Vehicles that earned the highest satisfaction level within categories in their segments received the prestigious Women's Automotive Satisfaction Award—What Women Want.



2004 AWARD WINNERS

- **SUBARU FORESTER**
Entry SUV
- **TOYOTA SIENNA**
Compact Van
- **CHRYSLER PT CRUISER**
Premium Compact Car
- **LEXUS RX 330**
Entry Luxury SUV
- **NISSAN MURANO**
Midsize SUV
- **TOYOTA SEQUOIA**
Fullsize SUV
- **HYUNDAI SONATA**
Entry Midsize Car
- **TOYOTA AVALON**
Premium Midsize Car

Go to www.goodhousekeepingseal.com/autostudy for more information.