

WOMEN & AUTOMOTIVE

WHAT DRIVES HER?



TOP CAR SAFETY FEATURES

Why we want them and which are must haves.

YOUR FREE DOWNLOAD

The ultimate checklist for your emergency car kit.

CAR-TASTIC CHRISTMAS GIFTS

What to buy for the car enthusiast who has it all!

MARGARET WILCOX
Pioneer of Automotive Comfort



THE WOMEN'S WORLDWIDE CAR OF THE YEAR MAGAZINE

WWW.WWCOTY.NET

Hit the Road with the Women's Worldwide Car of the Year and Sixt!

Exclusive Discounts for Women Drivers!

Buckle up for exciting news from the Women's Worldwide Car of the Year (WWCOTY).

As the only global jury of female motoring journalists, we're thrilled to offer you an exclusive perk: up to 15% off car rentals with industry leader Sixt!

Here's what you get:

- 15% discount on Sixt car rentals in Spain when you book through wwcoty.net.
- 10% discount on Sixt car rentals worldwide.
- Seamless booking: Simply visit wwcoty.net and your discount will be automatically applied.

Whether you're exploring vibrant cities in Spain or embarking on a global adventure, WWCOTY and Sixt have you covered. We understand that freedom and mobility are key, so we're dedicated to finding the best solutions for women drivers.

Ready to hit the road with confidence and savings? Book your Sixt car rental through wwcoty.net today!



FROM THE EDITOR'S DESK.



“Dear Reader,

Happy Holidays, Motorheads!

As the year draws to a close, the festive season is upon us. With Christmas just around the corner, it's time to spread cheer and indulge in some holiday shopping. And what better gift for the car enthusiast in your life than a gearhead's dream? We've got you covered with a range of Christmas gift ideas and stocking fillers to satisfy even the pickiest petrolhead.

In this issue, we'll also be catching up on the latest news from the Women's World Car of the Year (WWCOTY) Awards and sharing insights from our esteemed jurors. Plus, we've got a handy guide to essential car kit items, ensuring you're prepared for any unexpected roadside mishaps.

From all of us at WWCOTY, we wish you a joyous holiday season and a prosperous New Year.

Editor-in-Chief,
Women's Worldwide Car of the Year Magazine



**ALIX CAPPER --
MURDOCH**
WWCOTY EDITOR



SANDY MYHRE
HONORARY
PRESIDENT



MARTA GARCIA
EXECUTIVE
PRESIDENT

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Hidden Figures.

MARGARET WILCOX: PIONEER OF AUTOMOTIVE COMFORT



In the annals of automotive history, the names of iconic inventors and engineers often dominate the narrative. However, a lesser-known figure, Margaret Wilcox, played a pivotal role in shaping the modern driving experience.

Wilcox, a brilliant engineer, is credited with inventing the first car heater in 1893. This groundbreaking innovation transformed winter driving from a frigid ordeal into a comfortable journey. Before her invention, venturing out in a car during cold weather was a daunting prospect, often requiring layers of clothing and blankets to ward off the biting chill.

Wilcox's car heater was a simple yet ingenious device. It consisted of a small stove that burned gasoline or kerosene, warming the air that was then circulated through the car's interior. While this early design may seem primitive compared to modern heating systems, it was a revolutionary step forward at the time.



ALIX CAPPER - MURDOCH
WWCOTY EDITOR
AND JUROR

Unfortunately, Wilcox's invention did not gain immediate widespread adoption. The early automotive industry was still in its infancy, and the concept of heated cars was not yet widely embraced. However, her pioneering work laid the foundation for future advancements in automotive heating technology.

Today, car heaters are standard features in vehicles worldwide, and we owe a debt of gratitude to Margaret Wilcox for her foresight and innovation. Her invention has made winter driving a more pleasant and enjoyable experience for millions of people.



Top Car Safety Features: What Buyers Want...

AND WHY!

The automotive landscape is rapidly evolving, driven by a growing emphasis on safety. As car buyers become increasingly discerning, they are placing a premium on vehicles equipped with the latest safety technologies. This shift in consumer preferences has led to a surge in demand for advanced driver assistance systems (ADAS) and other cutting-edge safety features. ADAS systems, in particular, have gained significant traction, offering a suite of technologies designed to prevent accidents and mitigate the severity of potential collisions. Key features such as automatic emergency braking, lane departure warning, and adaptive cruise control have become indispensable for many drivers, providing an added layer of protection on the road.

1. Advanced Driver Assistance Systems (ADAS)

- Why it's important: ADAS systems use sensors and cameras to monitor the road and provide alerts or take action to prevent accidents.
 - Key features: Automatic Emergency Braking (AEB): Automatically applies the brakes to avoid or mitigate collisions.
 - Lane Departure Warning (LDW): Alerts the driver if the vehicle drifts out of its lane.
 - Lane Keeping Assist (LKA): Gently steers the vehicle back into its lane.
 - Blind Spot Monitoring (BSM): Warns the driver of vehicles in blind spots.
 - Rear Cross-Traffic Alert (RCTA): Alerts the driver of vehicles approaching from the sides when reversing.
 - Adaptive Cruise Control (ACC): Maintains a safe distance from the vehicle ahead.

2. Airbags

- Why it's important: Airbags deploy rapidly to protect occupants in the event of a collision.
 - Types: Front airbags: Protect the driver and front passenger.
 - Side airbags: Protect the chest and torso in side-impact collisions.
 - Curtain airbags: Protect occupants' heads from side impacts and rollovers.

3. Backup Camera

- Why it's important: A backup camera provides a clear view behind the vehicle, reducing the risk of backing into objects or pedestrians.

As technology continues to advance, car manufacturers are incorporating more sophisticated safety features into their vehicles. By prioritizing safety, car buyers can make informed decisions and choose vehicles that offer the best protection for themselves and their passengers.

Don't Get Stuck!

YOUR ULTIMATE ROADSIDE EMERGENCY KIT

A well-stocked emergency roadside kit is an essential component of every driver's preparedness. It can be a lifesaver in unforeseen circumstances, such as a flat tire, engine breakdown, or an accident. By equipping your vehicle with a comprehensive kit, you'll be able to handle minor issues independently and respond effectively to more serious emergencies. This proactive approach not only saves you time and stress but also ensures your safety and that of your passengers.



Whether you're embarking on a short commute or a long road trip, having a reliable emergency kit at your disposal provides peace of mind and the confidence to navigate unexpected challenges with ease.

It's important to note that in many countries, carrying a first-aid kit and high-visibility vests is mandatory by law. These items are crucial for providing immediate assistance in case of accidents and for ensuring visibility during roadside emergencies. By complying with these regulations, you not only demonstrate responsible driving behavior but also contribute to a safer road environment for everyone.

Basic Tools:

- **Jumper Cables:** Essential for jump-starting a dead battery.
 - Price Range: \$10-\$30
 - Where to Buy: Auto parts stores, hypermarkets
- **Tire Pressure Gauge:** To monitor tire pressure regularly.
 - Price Range: \$5-\$10
 - Where to Buy: Auto parts stores, gas stations
- **Tire Repair Kit:** For temporary fixes to punctures.
 - Price Range: \$10-\$20
 - Where to Buy: Auto parts stores, hypermarkets

Safety Equipment:

- **First-Aid Kit:** A comprehensive kit with bandages, antiseptic wipes, pain relievers, and other medical supplies.
 - Price Range: \$10-\$30
 - Where to Buy: Pharmacies, hypermarkets



- **Flashlight:** A reliable flashlight with extra batteries.
 - Price Range: \$5-\$15
 - Where to Buy: Electronics stores, hypermarkets
- **Reflective Vest:** To increase visibility during roadside emergencies.
 - Price Range: \$5-\$10
 - Where to Buy: Auto parts stores, hypermarkets

Additional Items:

- **Water and Non-Perishable Snacks:** To stay hydrated and nourished.
- **Warm Clothing:** A blanket or warm jacket, especially for colder climates.
- **Cell Phone Charger:** To keep your phone charged for emergencies.
- **Multi-Tool:** A versatile tool with various functions, such as a knife, screwdriver, and pliers.
- **Emergency Contact Information:** A list of emergency contacts, including your insurance provider and roadside assistance.

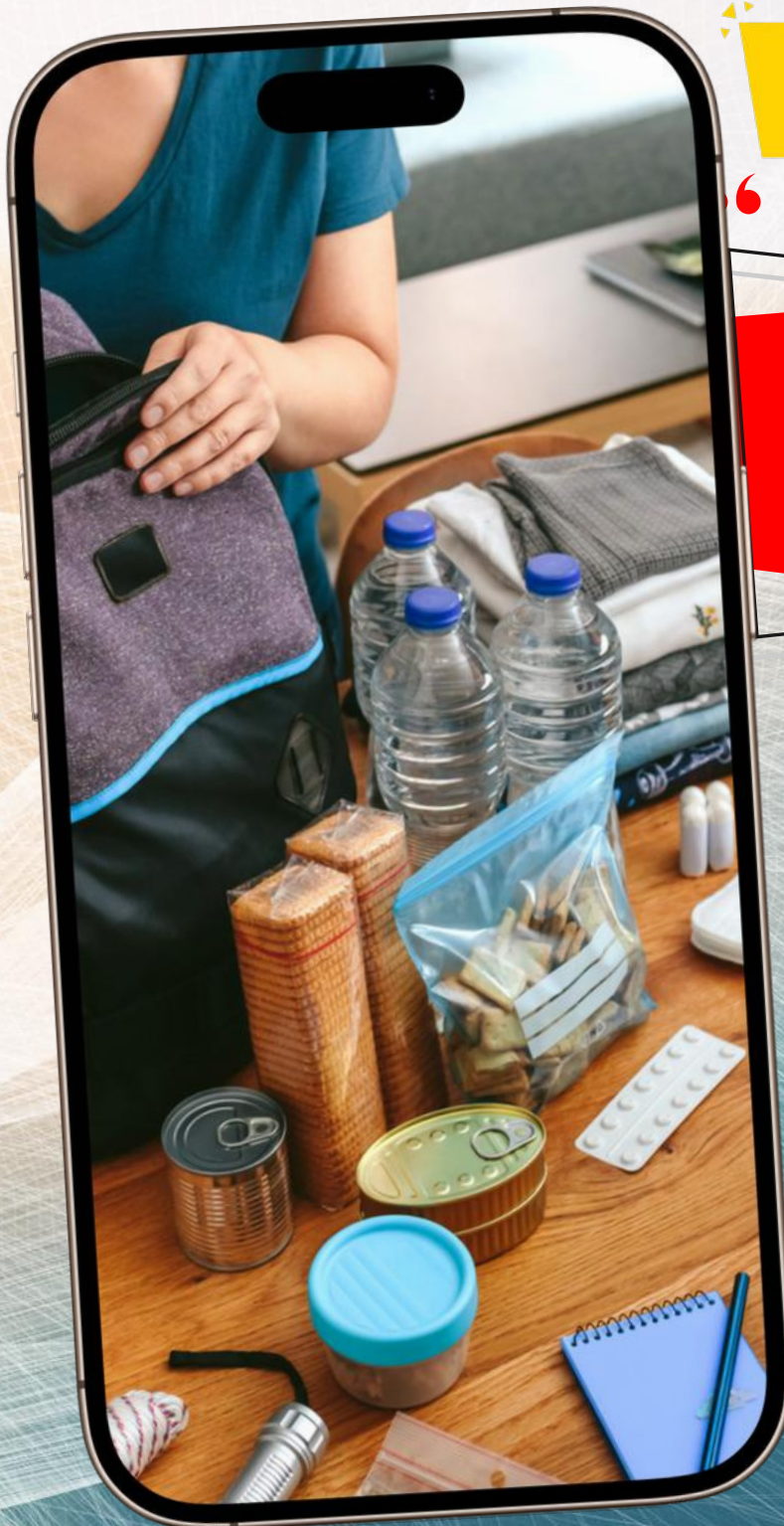
Female-Specific Items:

- **Pepper Spray:** A personal safety item for self-defense.
- **Portable Charger:** A compact charger for your phone, especially if you're often on the go.
- **First-Aid Kit with Feminine Hygiene Products:** A kit tailored to your specific needs, including menstrual products and other essentials.

By keeping a well-stocked emergency roadside kit in your car, you'll be prepared for any unexpected situation. Remember to check the kit regularly to ensure all items are in good condition and replace any expired items.



Be Prepared: Essential Items for Your Emergency Kit



**DON'T
MISS OUT!**

**DOWNLOAD OUR FREE
CELL PHONE APPS TO
KEEP YOU SAFE ON THE
ROADS.**

DOWNLOAD



The Women's
Worldwide Car of the
Year...

AWARDS

What Drives Her?

WWCOTY AWARDS

The automotive industry, once a male-dominated bastion, is undergoing a significant shift. Women are emerging as powerful forces in car buying decisions, and organizations like the Women's Worldwide Car of the Year (WWCOTY) Awards are at the forefront of recognizing and amplifying their unique perspectives.

Women's influence in the automotive industry is undeniable. Studies have shown that a significant number of men and women prefer the point of view of a female journalist when it comes to car reviews and guidance. This growing demand for female perspectives highlights the need for people like WWCOTY to provide a platform for women to share their insights and expertise. WWCOTY also offers a platform for female automotive journalists to challenge long-held gender stereotypes and empower women within the industry.



By highlighting their opinions, the awards enrich the overall discourse surrounding automotive innovation. Women often prioritize factors like safety features, interior comfort, and ease of use when purchasing a car. WWCOTY sees these specific needs, encouraging manufacturers to design vehicles that cater to a broader spectrum of consumers. By emphasizing the unique demands of female drivers, WWCOTY inspires manufacturers to push the boundaries of automotive technology. This has led to the development of innovative features and technologies that enhance the overall driving experience. For instance, advancements in safety systems, such as advanced driver-assistance systems (ADAS), have been accelerated due to the increased emphasis on safety, particularly for female drivers.

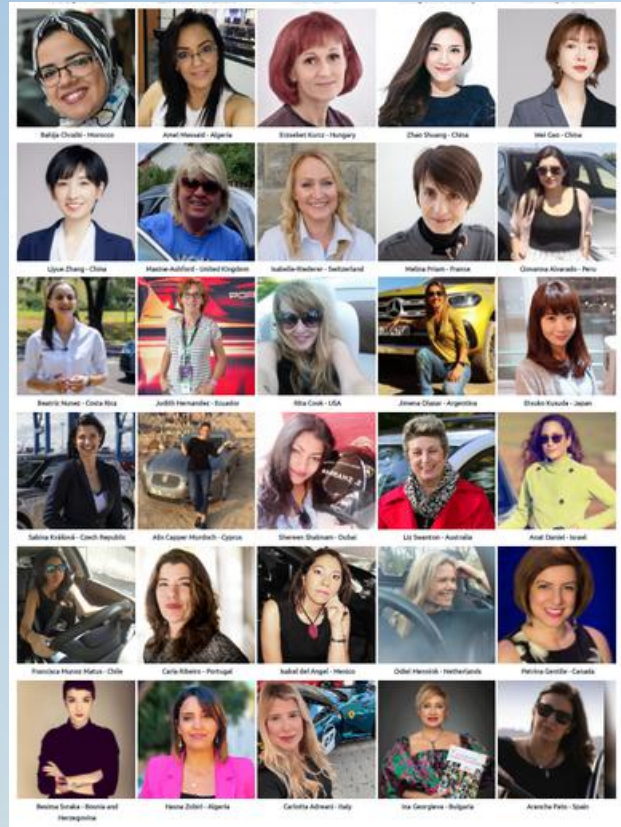
Beyond its impact on the automotive industry, WWCOTY plays a crucial role in empowering women. By celebrating the achievements of female automotive journalists and industry leaders, the awards inspire young women to pursue careers in STEM fields and automotive engineering. This increased representation of women in these sectors is essential for fostering diversity, innovation, and progress. The benefits of WWCOTY extend beyond female drivers and manufacturers. By promoting diversity and inclusivity, the awards contribute to a more equitable and sustainable automotive industry.



What Drives Her?

As women's influence continues to grow, manufacturers that prioritize their needs will be better positioned to succeed in the global marketplace.

The Women's Worldwide Car of the Year Awards are more than just an annual event; they are a catalyst for change. By recognizing the unique perspectives of female drivers, empowering women in the industry, and driving innovation, WWCOTY is shaping the future of the automotive world. As the automotive landscape evolves, it is clear that the influence of women will continue to grow, and organizations like WWCOTY will play a vital role in driving this progress.



FOLLOW US

Car-tastic Christmas Gifts:

A GUIDE FOR THE MOTORHEAD

The holiday season is upon us, and it's time to start thinking about gifts for the car enthusiast in your life. Whether they're a seasoned driver or a budding motorhead, there's a perfect gift out there to spark their passion.

For the Car Enthusiast:

Car-themed apparel: T-shirts, hoodies, or hats featuring their favorite car brand or racing team.

Car model kits: A challenging and rewarding hobby for those who enjoy building things.

Car cleaning and detailing products: High-quality car cleaning products can help them keep their car looking its best.

Car accessories: A stylish phone mount, a cool air freshener, or a personalized license plate.

Car-themed board games or video games: A fun way to spend time with friends and family.



For the Practical Driver:

Portable car charger: A must-have for keeping their phone charged on the go.

GPS navigation system: A reliable way to get around, especially for those who frequently travel.

Dashcam: A great way to capture their driving experiences and potentially protect themselves in case of accidents.

Winter driving essentials:

A snow brush, ice scraper, and a pair of winter gloves. (if you live in a cold climate)

Gift card to an auto parts store: Let them choose their own car-related goodies.



For the Sentimental Driver:

A custom car mat or a personalized keychain.

A framed photo of their car: A nostalgic and sentimental gift.

A classic car book: A great way to learn about the history of cars.

A subscription to a car magazine: Keep them up-to-date on the latest car news and reviews.

Remember to consider the recipient's interests and needs when choosing a gift. A thoughtful and personalized gift is sure to be appreciated.





WWCOTY Jurors Star in 'Women and Motors'

AN EXHIBITION TO COMBAT PREJUDICE

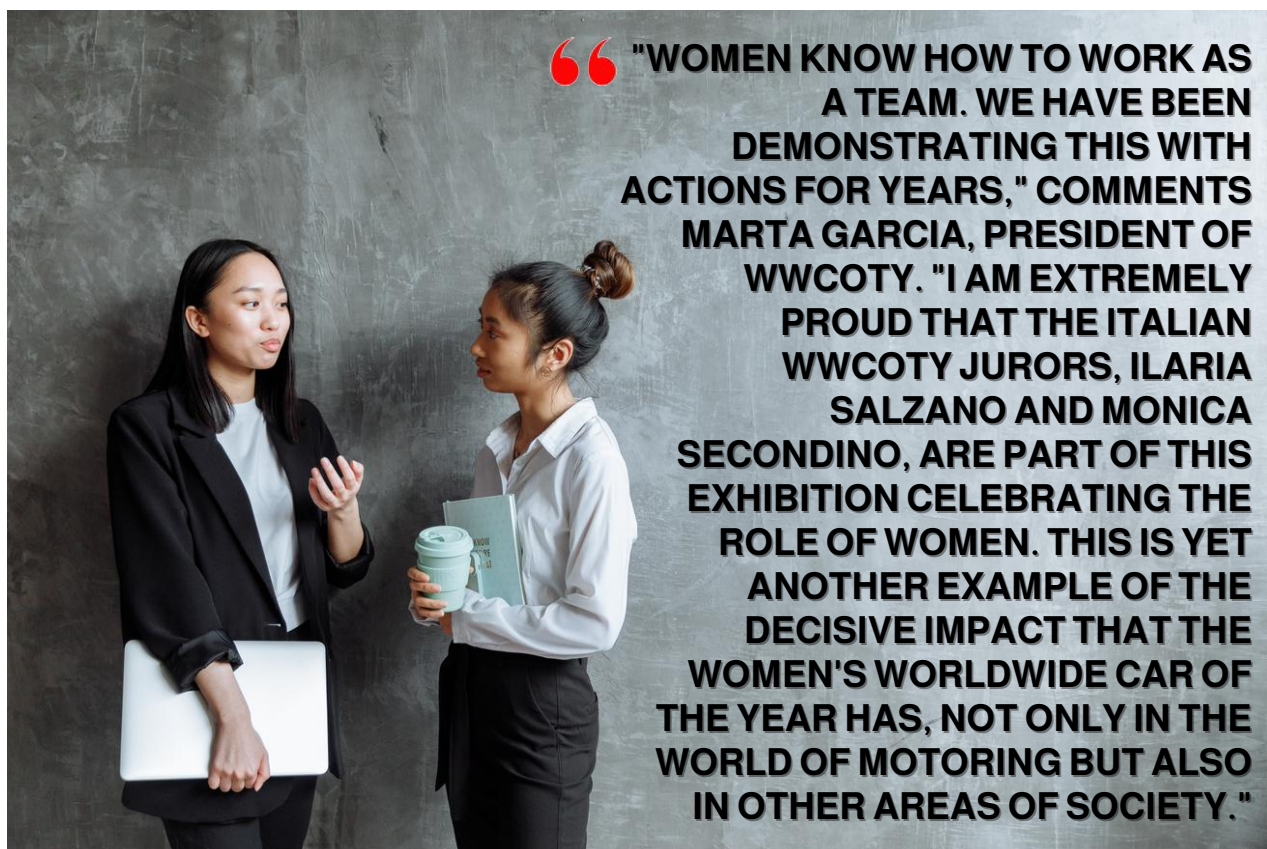


The Women's Worldwide Car of the Year (WWCOTY) recognizes the importance of sisterhood as a key element in amplifying women's voices and demonstrating that fighting prejudice is possible. This message is further strengthened through its itinerant nature, as showcased by the exhibition "Women and Engines? Joys and... and stop (without prejudice)" organized by the Friends of the Fratelli Cozzi Museum Association, with the participation of the Italian jurors of WWCOTY.

The collaborative project, involving 38 women united by a passion for automobiles, took part thanks to twenty Alfa Romeo cars from the museum's prestigious collection. The exhibition features over 60 vehicles that symbolize Made in Italy, highlighting a journey from the Dolce Vita to contemporary design.

The Exhibition

Created specifically to challenge gender stereotypes, this year's exhibition highlights the theme of sisterhood. As commented by President Elisabetta Cozzi, also the founder of the "Woman in Power" movement: "Once again, we have tried to shatter a stereotype: that 'women cannot work as a team.' The ability to work in a team and be part of a 'team' is not gender-specific. This is why we chose 'Sisterhood' as the central theme for the third edition."



“WOMEN KNOW HOW TO WORK AS A TEAM. WE HAVE BEEN DEMONSTRATING THIS WITH ACTIONS FOR YEARS,” COMMENTS MARTA GARCIA, PRESIDENT OF WWCOTY. “I AM EXTREMELY PROUD THAT THE ITALIAN WWCOTY JURORS, ILARIA SALZANO AND MONICA SECONDINO, ARE PART OF THIS EXHIBITION CELEBRATING THE ROLE OF WOMEN. THIS IS YET ANOTHER EXAMPLE OF THE DECISIVE IMPACT THAT THE WOMEN’S WORLDWIDE CAR OF THE YEAR HAS, NOT ONLY IN THE WORLD OF MOTORING BUT ALSO IN OTHER AREAS OF SOCIETY.”

The protagonists of the exhibition had the opportunity to meet and get to know each other before the official inauguration. The preview took place at the Milan Autoclassica fair, a renowned event for enthusiasts and industry professionals. The exhibition will continue its journey across various regions, stopping at institutions and schools with the ultimate goal of overcoming discriminatory culture.

WWCOTY and Sisterhood

The Italian jurors took part in the project with the goal of making the International Day for the Elimination of Violence Against Women not just a commemorative occasion, but a starting point for reflection.

The concept of sisterhood is at the heart of WWCOTY, which was founded in 2009. The need, felt by Sandy Mhrye and Marta Garcia, was to amplify women’s voices by uniting with other female professionals in an industry where, despite working hard and holding prominent roles, female journalists were often overlooked.

This led to the creation of WWCOTY, the first global car award voted exclusively by women experts in the automotive field. Over a decade later, the jury has grown to 81 members representing 55 countries, and WWCOTY has become a prestigious automotive award group.

Monica Secondino and Ilaria Salzano, two Italian WWCOTY jurors, had their photo taken with the Alfa Romeo Giulietta Sprint. This model, dubbed the “fiancée of Italy,” debuted 70 years ago and was the first car in the Alfa Romeo range to bear a female name.

**THANK
YOU!**

