

WOMEN & AUTOMOTIVE

WHAT DRIVES

THE WOMEN'S WORLDWIDE CAR OF THE YEAR MAGAZINE

HER?

**15% OFF
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SIXT**

VOTING BEGINS

The WWCOTY team
get ready for final car
tests and awards

EV RANGE ANXIETY

We share our tips and tricks for
a stress free drive with more
miles.

YOUR FREE DOWNLOAD

Keep it in your car for the next
month.

GUESS THE LOGO

Can you tell a car by its badge?

BERTHA BENZ

The female automotive pioneer



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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.
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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,

Welcome to the November issue of Women's Worldwide Car of the Year magazine!

I'm excited to share this month's edition with you. We've given the magazine a fresh new look and feel, and we're thrilled to introduce more interactive elements, including audio and video content.

Inside this issue, you'll find:

- **Hidden Figures: Unveiling Automotive Pioneers - Bertha Benz:** Discover the incredible story of Bertha Benz, a true pioneer of the automotive industry.
- **Adventure Awaits: Hit the Road with Your Rental Discount - SIXT rental cars:** Plan your next adventure with exclusive discounts from SIXT rental cars.
- **Suffering from EV Range Anxiety? We're here to help:** Alleviate your concerns about electric vehicle range with our expert advice.
- **Your FREE Download: Car Apps for You! Making Driving Safer and You Happier:** Enhance your driving experience with our curated selection of essential car apps.
- **Women of Worth: Meet Our Judges, Starting with Our Scottish Motoring Journalist, Maggie Barry:** Get to know the esteemed judges who will be selecting the Women's World Car of the Year.
- **The Women's Worldwide Car of the Year Awards. Voting Begins!:** Learn more about the prestigious awards and cast your vote for your favorite car.

And don't forget to check out our free monthly downloads for even more automotive insights and tips. We hope you enjoy this issue and continue to support Women's Worldwide Car of the 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.

BERTHA BENZ: THE FIRST WOMAN TO DRIVE AN AUTOMOBILE



Bertha Benz, the wife of Karl Benz, is often credited as the first woman to drive an automobile. On August 5, 1888, she embarked on a groundbreaking journey from Mannheim to Pforzheim, Germany, in a Benz Patent-Motorwagen, a three-wheeled vehicle invented by her husband. Her daring adventure not only marked a significant milestone in automotive history but also played a crucial role in popularizing the automobile.

Bertha Benz's journey was a testament to her courage and belief in her husband's invention. At a time when automobiles were a novelty and their reliability was uncertain, she decided to take the Patent-Motorwagen on a long-distance trip to visit her mother in Pforzheim. The route was challenging, with steep hills and rough roads, and the technology was still in its infancy. Bertha encountered various mechanical issues along the way, but she remained determined and resourceful, using her ingenuity to overcome obstacles.

Bertha Benz's journey had a profound impact on the development of the automobile. Her experience highlighted the need for improvements in vehicle reliability, range, and ease of use. Her account of her trip, published in a local newspaper, helped to generate public interest in the new invention and dispel concerns about its safety and practicality. As a result, Bertha Benz is often regarded as a pioneer in the automotive industry, paving the way for women drivers and contributing to the widespread adoption of automobiles.

Bertha Benz's legacy extends beyond her groundbreaking journey. She was a woman ahead of her time, challenging societal norms and demonstrating her determination and independence. Her story serves as an inspiration to women around the world, inspiring them to pursue their dreams and break down barriers. Today, Bertha Benz is celebrated as a visionary and a trailblazer, her contributions to the automotive industry and the empowerment of women recognized and honored.



What is the No.1 Question Women Asked About Cars

AND WHY...

When it comes to car shopping, women often prioritize safety above other factors such as fuel efficiency, style, or price. This trend has led to a surge in demand for information on the safest vehicles on the market.

Several reasons contribute to women's heightened focus on safety: parental instincts, perceived vulnerability, and increased awareness of road safety issues. Women, especially mothers, often feel a strong responsibility to protect their families. A safe car becomes a crucial component of this protective role. Societal norms and stereotypes may lead women to feel more vulnerable, particularly when driving alone at night or in unfamiliar areas. Rising awareness of road safety issues, coupled with advancements in automotive technology, has made safety a top-of-mind concern for many women.

To help consumers make informed decisions, various organizations around the world assess vehicle safety. Two of the most prominent rating systems are the Insurance Institute for Highway Safety (IIHS) and Euro NCAP. The IIHS conducts rigorous crash tests and evaluates vehicle safety features. They award ratings such as "Top Safety Pick" and "Top Safety Pick+" to the safest vehicles. Euro NCAP, a European organization, assesses vehicle safety based on crash tests and advanced safety features. They assign star ratings to vehicles, with five stars being the highest.

Over the years, automotive safety has made significant strides. Modern cars are equipped with a range of advanced safety features, including Electronic Stability Control (ESC), Anti-lock Braking System (ABS), airbags, and Advanced Driver Assistance Systems (ADAS). ESC helps prevent loss of control during sudden maneuvers, while ABS prevents wheel lock-up during braking, improving vehicle control. Airbags protect occupants in the event of a collision. ADAS technologies, such as adaptive cruise control and automatic emergency braking, can help reduce the risk of accidents.

As technology continues to advance, we can expect even safer cars in the future. By prioritizing safety, women are driving positive change in the automotive industry and ensuring that their families are well-protected on the road.



Suffering from EV Range Anxiety?

EXTENDING THE RANGE: TIPS AND TRICKS



Electric cars are becoming increasingly popular due to their environmental benefits and technological advancements. However, one common concern among potential buyers is the limited driving range compared to traditional gasoline-powered vehicles. Here are some practical tips to help you maximize your electric car's range and enjoy a worry-free driving experience:

Driving Habits and Techniques

- **Efficient Driving:** Practice smooth acceleration and braking to minimize energy consumption. Avoid sudden stops and excessive speeding.
- **Regenerative Braking:** Utilize your car's regenerative braking system to convert kinetic energy into electricity, recharging your battery as you slow down.
- **Eco Mode:** Engage your car's eco mode to optimize energy efficiency and extend range.
- **Temperature Control:** Use the heating and cooling systems sparingly, as they can significantly impact battery life. Consider using seat warmers or cooling systems instead.

Charging Practices

- **Optimal Charging:** Avoid fully discharging your battery, as it can reduce its overall lifespan. Aim to charge between 20% and 80% of its capacity.
- **Fast Charging:** Use fast charging stations whenever possible to minimize charging time. However, frequent fast charging can slightly reduce battery life over time.
- **Home Charging:** Consider installing a home charging station for convenient and efficient charging.
- **Off-Peak Charging:** If your electricity provider offers off-peak rates, schedule your charging during those times to save money.



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External Factors

- **Weather Conditions:** Cold weather can reduce battery range. Use a heated garage or car cover to protect your car from extreme temperatures.
- **Terrain:** Driving uphill or in heavy traffic can consume more energy. Plan your routes accordingly and adjust your driving style.
- **Load:** Carrying heavy loads can reduce range. Minimize unnecessary weight in your vehicle.

By following these tips, you can significantly extend the range of your electric car and enjoy a more efficient and sustainable driving experience. Remember, driving habits and charging practices play a crucial role in maximizing your vehicle's performance.



Top Apps to Make Your Drive Smoother and Safer



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KEEP YOU SAFE ON THE
ROADS.

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A Lifetime of Laps and Laughs: Inside Track with Maggie Barry



“ From the gritty world of crime reporting to the glamorous realm of automobiles, my journey has been an exhilarating ride,” says Maggie, a seasoned journalist and WWCOTY judge. “I’ve traded in police sirens for engine roars and courtrooms for cockpits. What was my bucket list moment? The Finnish sauna and then jumping through the hole they had cut in the lake. Brrr.”

What Drives Her?

INDUSTRY SPOTLIGHT. MEET OUR TEAM

THE INSIDE TRACK:

MAGGIE BARRY

Renowned journalist and WWCOTY judge, Maggie Barry, brings her decades of experience and sharp wit to the world of motoring. Having transitioned from hard-hitting news to the glamorous realm of automobiles, she offers a unique perspective on the industry.

Initially making her mark in investigative journalism, Maggie's passion for cars ignited a desire to explore a new facet of the media landscape. Her journey into the automotive world has been marked by thrilling experiences, from the sun-drenched coasts of the French Riviera to the icy landscapes of Finland.

We caught up with her to get the inside track on her career and adventures in the world of motoring!

Question: How did you first become interested in cars and the automotive industry? What steps did you take to pursue a career as a car journalist?



Maggie: I came to motoring journalism late. First and foremost I have always been a journalist and cut my teeth on murders, court cases, investigations. I have worked in health and culture and just before I became Motoring Editor of Media Scotland, I was the Mirror's woman on the Scottish desk. I have always loved cars so when I was offered the top job on all Reach regional and national titles I jumped at the chance.

It was a massive cultural change - no more dealing with villains or trying to work out if someone was telling the truth. Knocking on doors and hugging family members became a thing of the past. Instead in front of me were a vast array of beautiful cars and the lovely posse of motoring journalists I met with them. They were terrific and really welcomed me in and what an interesting lot they were too. When we paired up to drive the cars they were so knowledgeable about so many things - aside from their passion for cars - that driving with them was a real pleasure.

Question: Having traveled the world to test cars, what are some of the most unique and memorable driving experiences you've had?



Maggie: My first launch was a revamped Ford Fiesta which we drove in the south of France - manual, so not always the most comfortable drive for those of us who drive on the left.

After that, well where do I begin - or end. I drove across the Namib Desert with Toyota and surprising there were traffic lights in the middle. Who would have thought?

Toyota also took me to drive on the Greek rally course where we trekked perilously along single track roads with a perilous drop. In Iceland we raced across the top of the island in stinging snow and blizzards. It was winter so it was dark and only the sat nav showed us that at times we were bordering a massive lake. The chimneys and sustainable factories of Iceland's energy plants reared up out of the dark. Land Rover let us drive their cars across a rail track that went over the Corinthian Canal - just keep your wheels straight, I was told as I looked hundreds of feet down on a small boat.

This year Finland ticked a box on my bucket list. We drove Nissans on iced lakes, over snowfields and finally we white-laned along forest tracks with firs towering over us.

Maggie Barry

Question: What are your thoughts on the rise of electric vehicles? How do you see the future of electric cars, and what challenges do they still face in terms of infrastructure and consumer adoption?



*The Guide of Motoring Journalists.
Photo credit: The Daily Record*

Maggie: Interestingly, I arrived in the auto business just at the birth of electric cars. I feel like I've grown up with them.

One of my most memorable interviews at that time was with Carlos Tavares the visionary boss of Stellantis who was less than impressed at how the industry had had electric cars thrust upon them by government. Nor was he happy that the industry had not been consulted and he put this down to the embarrassment felt by the German government over the emissions scandal.

"What will we do if they change their minds and opt for another power source when we have all gone down this route," he asked.

I am sure many other bosses have since echoed this thought. Nevertheless the industry has ploughed on in Europe against increasingly harsh regulations and punitive fines.

The Scandinavian countries have been enthusiastic adopters but their governments have offered incentives and deals. Here in the UK people are interested but the cost, the problem of infrastructure, range, charging times all tend to make them suspicious. There has also been some very bad publicity surrounding EVs yet sales continue to grow - though not as much as hybrids. I think the people have spoken and incidentally Carlos Tavares has increased production of hybrid cars.

Toyota remain faithful to hybrids and continue to work on hydrogen power which some think - perhaps - may be the real future of alternative power. Whatever it is, I will be following it closely!



The Logo Quiz

CAN YOU IDENTIFY THE CAR BRAND BY THE LOGO?

Let's test your knowledge of global automotive brands. Can you guess the which logo belongs to which car brand?

1.

- A. Seat
- B. Suzuki
- C. Supercar

2.

- A. Mazda
- B. Bentley
- C. Mercedes

3.

- A. Peugeot
- B. Vauxhall
- C. Lion

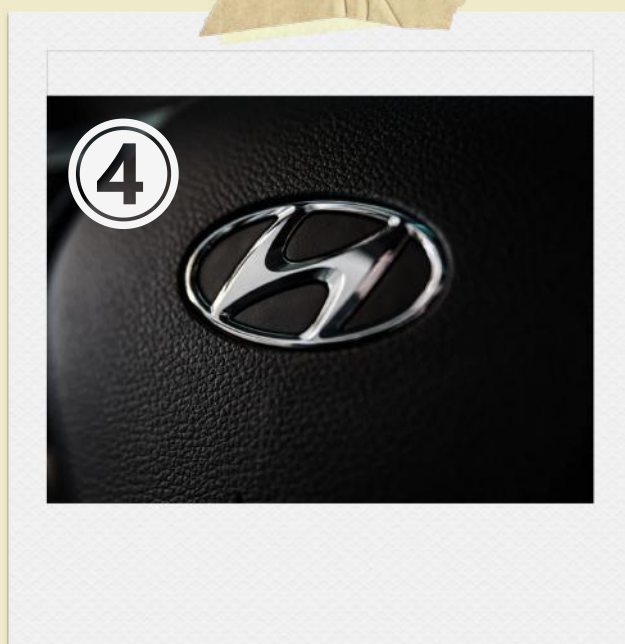
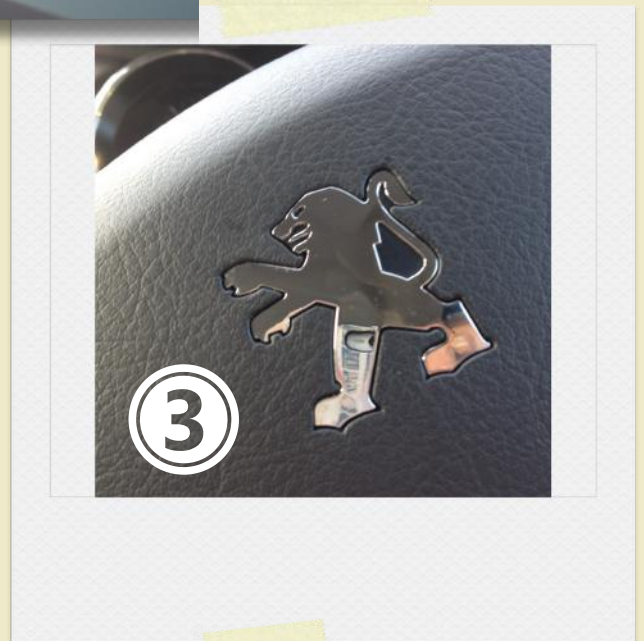
4.

- A. Holden
- B. Nissan
- C. Hyundai

5.

- A. Cadillac
- B. Morgan
- C. Chevrolet

How many can you get right? Find out below!





The Women's Worldwide Car of the Year Awards.

VOTING BEGINS!

The Women's World Car of the Year (WWCOTY) is a prestigious automotive award that celebrates the best new vehicles on the market. What sets it apart from other awards is that it's the only one judged exclusively by a panel of female automotive journalists from around the world.

How the Awards are Decided?

The WWCOTY jury comprises experienced female automotive journalists who evaluate vehicles based on various criteria, including:

- **Safety:** Advanced safety features and technologies are a key consideration.
- **Driving Technology and Comfort:** The overall driving experience, including comfort, convenience, and driver-assistance features.
- **Efficiency and Sustainability:** Fuel efficiency, emissions, and eco-friendly technologies are important factors.
- **Value for Money:** The overall value proposition, considering the vehicle's price and features.

The jury members test-drive and assess a wide range of new vehicles throughout the year, ultimately selecting the winners in multiple categories. Our voting will officially start on 11 November. On that day the nominees will be announced and voting will begin for the best cars in each category.





A Brief History

The WWCOTY awards were established in 2011 with the aim of providing a unique perspective on the automotive industry. Women have long been significant consumers of cars, yet their voices were often underrepresented in traditional automotive awards. The WWCOTY aims to address this gap and highlight the preferences and needs of female drivers.

Since its inception, the WWCOTY has gained recognition and respect within the automotive industry. It has become a platform for female automotive journalists to share their expertise and influence the automotive landscape.

Previous Winners

The WWCOTY awards have recognized a variety of outstanding vehicles over the years. Some notable past winners include the Volvo XC40, Hyundai Ioniq, Jaguar F-Pace, and Mercedes-Benz S-Class. These awards highlight the evolving automotive landscape and the preferences of female drivers.

In 2023, the Kia EV9 was crowned the Women's World Car of the Year. This SUV EV vehicle impressed the jury with its practicality, efficiency, and stylish design. Other notable winners from 2023 included the Nissan X-Trail, Jeep Avenger, and Citroën C5 X, each recognized for their unique strengths and appeal to female drivers.

By celebrating innovation, safety, performance, and design, the WWCOTY continues to set a high standard for the automotive industry.

**THANK
YOU!**