

FOR IMMEDIATE RELEASE

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**New Hope Auto & Truck Services Becomes Clearwater's First AskPatty.com Certified
Female Friendly® Service Center**
New Services Designed with the Women Consumer in Mind

New Hope Auto & Truck Services is pleased to announce they have completed AskPatty.com's Certified Female Friendly® training and is now Clearwater, FL's first Certified Female Friendly® service center. To achieve certified status, their personnel completed online training on how to better meet the expectations of the woman consumer.

"Up until now, like many automotive businesses, we thought the obvious goal was to ensure that women were treated the same as men. Through the AskPatty program, we've learned that treating women the same as men does not necessarily yield the ideal experience for women. This may not sound profound, but with an increased awareness of what elements women seek in a positive automotive servicing experience, our service centers are better prepared to meet and exceed the expectations of our female customers" stated Hope Peterson, Owner, New Hope Auto & Truck Services.

An AskPatty.com Certified Female Friendly® Service Center creates an inviting and comfortable environment where women feel welcome. They guarantee that the experience of repairing and maintaining a vehicle will be a pleasant one. AskPatty trained and certified associates are held to a high level of customer satisfaction with women consumers.

Visit the New Hope Auto & Truck Services Certified Female Friendly® site at:
http://femalefriendlydealer.askpatty.com/index.php?d=New_Hope_Auto_and_Truck_Services&

Along with the certification New Hope Auto & Truck Services has enhanced its website to cater more to women, thereby reinforcing their commitment to the AskPatty.com Program. This latest design integrates seamlessly to effectively deliver online information and services to female consumers. The new website can easily be found and accessed utilizing the AskPatty.com Certified Female Friendly® web icon on the existing New Hope Auto & Truck Services website. New Hope Auto & Truck Services' Female Friendly site is an extension of the main site, with many of the same features simply presented in a more appealing and inviting format for the female audience.

"Women are not the same as men, and they do not base their consumer decisions in the same way as men. Business Week reports that women make over 80 percent of the buying decisions in U.S. households today. In effect, they have become nearly every family's chief purchasing officer," says Jody DeVere, President and CEO of AskPatty.com "Businesses that do not change their approach to communicate more effectively with women will get left behind and leave themselves open to being over-taken by their competitors."

The new AskPatty.com Certified Female Friendly® virtual interactive training design and functionality are another industry first from AskPatty.com, the company, which initially developed the most

comprehensive solution available to automobile dealers and service centers for engaging, selling, servicing, and retaining women customers. The AskPatty.com websites are the first designed specifically for women and provide the tools and resources most requested by women.

About New Hope Auto & Truck Services

Hope Peterson of New Hope Auto and Truck in Clearwater Fl, is a Certified Mechanic and has been servicing vehicles in the Tampa Bay area since 1994.

Ms. Peterson is a graduate of Pinellas Technical Education Centers (pTEC), and to date has over 1900 training hours in auto and truck Diagnosis, Maintenance, Repairs, Operations, Management, Service Advising, and Marketing.

Professional and Civic affiliations include: National Car Care Council Women's Board; pTEC Automotive Trade Advisory Committee; Family Service Centers Automotive Loan Review Committee; Pinellas Education Foundation Centers of Excellence Certification Committee; Rotary Club of Pinellas Park; eWomen Network; Working Women of Tampa Bay; Pinellas Park/Gateway Chamber of Commerce Board Member; Network Professionals, Inc.

Lack of Automobile knowledge has baffled most of us since Henry Ford first started making them. Ms. Peterson educates motorists about the benefits of proper maintenance, because a well-maintained vehicle is safer and more dependable. Also, maintenance is your best defense against costly repairs, and it's worth more at trade in time. Ms. Peterson is an advocate for consumers, and her passion to educate drivers is evident in the Car Care Classes she hosts.

Ms. Peterson has been recognized for her community support by receiving the Rotary Club of Pinellas Park Rookie of the Year Award, Extraordinary Commitment and Dedicated Service to the people of Pinellas County, and the Courage to Change Award from Family Service Centers.

Visit New Hope Auto & Truck Services at:

<http://www.newhopeautoandtruck.com/>

About AskPatty.com, Inc

The AskPatty.com, Inc. website and blog is a safe place for women to get advice on car buying, maintenance and other automotive related topics. Women can shop for vehicles and services at our network of Certified Female Friendly® retailers across the U.S.

AskPatty.com is a member and 2009 corporate sponsor of the Women's Automotive Association International based in Detroit, MI, Board member of the UnitedSpinal.org, Member of the California SkillsUSA.org board, on the Women's Board of the Car Care Council, a SEMA member and a member of the SEMA Business Women's Networking Group.

AskPatty.com is partnered with Tire Review magazine, Parenthood.com, INSweb.com, LightSpeedVT.com, CareerBuilder.com, AutoTrader.com, NIADA, DriverTV.com, MyCarPage.com, MyAutoLoan, Aware and BlogHer.com.

AskPatty.com Certified Female Friendly® Service Center Program:

Properly armed with the right tools and training, automotive retailers, tire dealers and service centers can increase their share of the largest and fastest growing demographic of new vehicle buyers in the US -- Women. The AskPatty.com Certified Female Friendly® program was designed specifically for automotive retailers and service centers to attract, sell, retain and increase loyalty with women.

What Is An AskPatty.com Certified Female Friendly® Automotive Retailer?

An AskPatty.com Certified Female Friendly® automotive retailer creates a safe and comfortable environment where women feel welcome and make the experience of purchasing and maintaining her vehicle a pleasant one.

Go here to learn how to become AskPatty.com Certified Female Friendly®:

<http://www.askpatty.com/getcertified/>

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