

THE UK'S ONLY
Motoring Club



FOR WOMEN DRIVERS

www.foxyladydrivers.com



A Warm Welcome

I'm delighted to welcome you to the Club.

I set up FOXY Lady Drivers Club back in 2004 after my daughter had a bad garage experience. When I discovered that so many parts of the motor industry aren't regulated or licensed I was convinced I could do a better job for motoring mums and daughters, whether they were buying cars, insurance, garage services or simply tyres.

Fast forward to today, the businesses we work with have all recognised the importance of the female motorist and have upped their game by signing the FOXY Lady Promise to 'never overcharge, patronise or sell women anything we don't need'. It's not rocket science but it's a good start and we are also showing the motor industry how to be more female friendly and why this makes sound business sense.

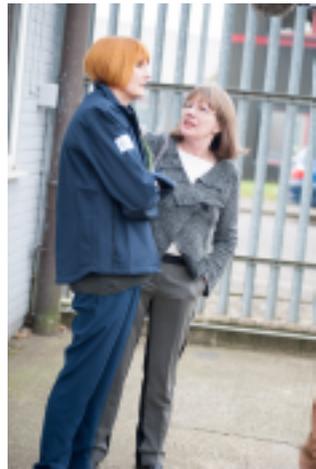
In a nutshell FOXY exists to empower women drivers like you so you can be a more confident driver and car owner, with better knowledge of your best motoring choices.

We're here to help Club members save time, money and stress so don't forget to ask us when you need motoring advice, friendly support or an expert second opinion.

Steph

Steph Savill
FOXY Founder

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Steph working with Mary Portas on a Secret Shopper TV episode

What Happens Next

If you are reading this booklet as part of the Membership Pack we posted to you, you are a **CLASSIC MEMBER**. As such you'll have a credit card style of membership card attached to your wallet so the first thing to do is to sign it and keep it somewhere handy!

If you are reading this online, having joined us as a result of a gift voucher or membership via a FOXY Lady Approved partner perhaps, you should have received a 'Welcome To The Club' email from Sue Unwin and are an **ONLINE MEMBER**. *Please make a note of your membership number quoted in this email and use it when you contact us or are asked for this elsewhere. When you need to present a membership card just download this from FOXYladydrivers.com/vip-member-services-downloads.php.*

The next time you'll hear from us will be in your monthly e-magazine, called FOXY Review. This includes the latest motoring news, member offers and feedback. Contributions from members, including car reviews, are always welcome and might be included in a FOXY Lady blog. If you want to keep in touch with us, in between magazines, please like FOXY Lady Drivers Club's Page at Facebook.

FINALLY please remember to tell us if you change your address, phone number or (most importantly) email address.

NB: If you (or another person sharing your email address) unsubscribe from FOXY Review you will not hear from us again unless you contact us to investigate this at a later stage.

"Hurrah – my Suzuki membership discount is authorised! An exciting new Vitara will be mine in the not too distant future - thank you FOXY."

Club member Hazel, Inverurie.

FOXY Lady Drivers Club Benefits

Here are the main Club services:

- + **AIRPORT PARKING & HOTEL SERVICES** - with member discounts
- + **ANXIETY SUPPORT SERVICES**
- + **BREAKDOWN COVER** - a discount scheme for members
- + **BUSINESS TRAVEL NETWORK**
- + **CAR DEALERS***
inc VIP treatment for members
- + **CAR AFFINITY SCHEME DISCOUNTS** (Suzuki & Volvo)
- + **CAR FITNESS/SAFETY CHECKS**
- + **FOXY HELPDESK**
for advice, support & a second opinion
- + **GAP INSURANCE**
- + **GARAGE SERVICES*** inc VIP treatment for members
- + **INSURANCE SERVICES**
inc breakdown, car, home & motorcycle
- + **LEGAL, INSURANCE CLAIMS & ACCIDENT ADVICE**
- + **TYRE CENTRES*** inc FREE tyre safety checks
- + **VEHICLE INSPECTION SERVICE** - discounted for members



** All FOXY Lady Approved garages/car dealers/tyre centres are searchable by postcode at the FOXYChoice.com website.*

NB: If there isn't a FOXY Lady Approved garage near you and you'd like to use a trusted independent, email us at vip@foxyladydrivers.com to check your local quality choices - for your peace of mind.

NNB: For further Benefit Details either visit www.foxyladydrivers.com/vip-member-services-downloads.php, browse the recent FOXY Reviews there or email vip@foxyladydrivers.com for 1:1 support.

Please see and read our Club Rules at FOXYladydrivers.com/clubrules.php.

FOXY Female Friendly Standards

The Club was created to improve motoring services for women and to help the likes of garages and car dealers to understand our needs.

We are not here to perpetuate the 'rip-off' tabloid headline. Our philosophy is to help members steer clear of bad businesses by identifying the best ones based on measurable quality standards with a view to building a long term mutual relationship of trust.

All FOXY Lady Approved businesses have signed the FOXY Promise to "never overcharge, patronise or sell women anything they don't need." They must also meet our measurable quality standards and demonstrate excellent female feedback after joining our network.

An advantage of this approach is that motor industry proprietors trust us and between us we agree reasonable expectations of each other. Yes we do have disputes and yes we investigate every one. We listen to both sides, take an independent view of the situation and advise accordingly.

Happily, there are few such occurrences within the Club (but too many outside it...) because we all want things to run smoothly, at a value-for-money price, and so everybody is happy.

So, when you visit a FOXY Lady Approved business, please say you are a Club member and look forward to quality workmanship, conscientious car preparation and a genuinely warm customer welcome.

Having said that, some garages are not as pristine as others. Cleanliness is a quality standard we're trying hard to improve with the support of your feedback. It's so easy to rectify customer side but some garages don't see this in the workshop.

NB: Where we identify a family business that's qualified to do the job, is reliable, reasonably priced and friendly, they'll be included even if they aren't in immaculate premises. We call this the FOXY Choice - franchised dealerships alongside cheaper independents, even those with modest facilities.

Club Recognition

Recent business awards recognise our FOXY Lady blog, our Online and Social Media work to do with tyre safety and a lifetime achievement accolade for Steph from the Institute of the Motor Industry.

We are proud of them all because they recognise the importance of our role and how seriously we take this. As the only UK motoring organisation representing the voice of female motorists, we want the automotive industry to understand how to do a better job for us all.

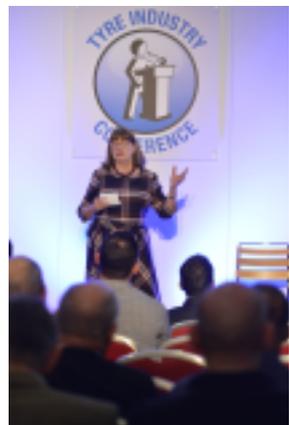
After all, there are some 18 million of us and we're influencing some 80% of all car and garage sales.

Thank goodness some businesses now realise that - whilst men and women should be treated as equal when it comes to pay, benefits and opportunities - equality doesn't necessarily mean that women want to be treated like men as customers.

The reality is that most women expect more for their money than many men in the motoring industry - which may well explain why many men favour FOXY Lady Approved businesses too - because they know our standards are more demanding than most others!

"I would like to say a big thank you for your help and support during what was a very stressful and anxious situation. To have your support at such a time was very much appreciated. I would highly recommend FOXY Lady Drivers Club for peace of mind in, not only choosing the right car, but also any problems that may arise after purchase."

Club Member Penny in West Sussex.



FOXY Lady Insurance

FOXY Lady Insurance services are reserved for Club members who can only be women. UK law allows us to have membership clubs for women of course but EU legislation does not permit the sale of insurance products based on gender evidence. So by doing things our way we can favour female Club members with special affinity based rates without exposing our portfolio to expensive boy racer risk!

We never give insurance advice ourselves – instead we introduce members to Cornmarket Insurance who are the experts when it comes to car, motorcycle, added breakdown and home insurance cover. They specialise in schemes for affinity organisations like ours and can provide bona fide Club members with a car insurance quote to include your male partner as a named driver.

Ideally, the insured driver should always be the one who drives the most miles so if that's you but you're the named driver on your male partner's policy (this is often the case) you may find that our prices are better than his.

To get an insurance quote we encourage members to EITHER register for an insurance quote ahead of renewal time OR to ask Cornmarket to call you back when time is tight. We can then compete with your best insurance quote when the time is right.

Just visit cornmarketinsurance.co.uk/valued-groups/foxy-lady-drivers-club/ and take it from there.

"The footnote to your recent FOXY Review is one reason why I have just changed my car tyres. Thank you for the timely information and road safety nudge ahead of our winter months."



Club Member Barbara in East Sussex.

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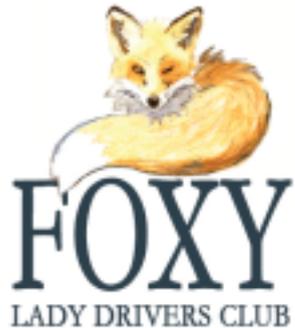


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Printed in December 2019