

# Women Techs Rock

## Female Technicians Are Vital To Your Business



Women Order  
**65%**  
Of All Service Work

- "Women in Majority as Car Buyers, But Not as Dealership Employees"  
Wards Auto, 2016



**3M** More Women Than  
Men Drive in the US

- "Licensed Drivers, by Sex and Age Group, 1963—2016"  
US Dept. of Transportation, Federal Highway Administration, 2016

## However, <3% of Technicians are Women

- "2017 Labor Force Statistics from the Current Population Survey" US Dept. of Labor, Bureau of Labor Statistics

### Shops Which Hire Female Techs:

- ↑ Increased Productivity
- ↑ Increased Revenue
- ↑ Positive Reputation

- "What are the Advantages of a Diverse Workforce?" Houston Chronicle, 2018

### Shops Without Female Techs:

- ↓ Higher Staff Turnover
- ↓ Lower Revenue
- ↓ Lower Productivity

- "The Top 10 Economic Facts of Diversity in the Workplace"  
Center for American Progress, 2012

## Shops with an Equal Number of Male & Female Technicians See a **41% Increase in Revenue**

- "The Business Benefits of Gender Diversity" GALLUP, 2014



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