



**Palmetto Ford and Palmetto Jaguar Partners with Ask Patty to Market to Women Consumers**  
*Palmetto Ford and Palmetto Jaguar will embrace the Ask Patty concept.*

Charleston, SC (PRWEB) May 26, 2007 -- Palmetto Ford and Palmetto Jaguar will embrace the Ask Patty concept. Palmetto Ford and Palmetto Jaguar owe this distinction to their high level of customer service and outstanding reputation of total customer satisfaction. Palmetto Ford and Palmetto Jaguar's partnership with Ask Patty represents an increased commitment to the female car buyer to provide a safe and comfortable buying experience.

The Palmetto Car & Truck Group is a family of four stores in the West Ashley, Mount Pleasant and Summerville areas of South Carolina, offering award winning full sales and service. Palmetto Ford has two convenient locations in West Ashley and Mt Pleasant that feature sales of new Fords and a wide array of pre-owned vehicles with Mama's Used Cars. In addition, the dealerships feature service, parts and a body shop in West Ashley.

Established in 1995, Palmetto Jaguar, a Eubank family dealership, has been providing outstanding service to Charleston and the Low Country for more than 12 years. Palmetto Jaguar includes an exquisite selection of new and pre-owned luxury cars. One of few Jaguar dealerships in South Carolina, Palmetto Jaguar is excited about being able to better serve their women customers from Myrtle Beach, Pawley's Island, Seabrook, Kiawah and other areas of the Palmetto state.

The Palmetto philosophy is to identify and satisfy customer's needs in a caring and friendly atmosphere while establishing long term relationships built on understanding and trust. In a show of extra support, Burnam Eubank, Dealer Principal of Palmetto Jaguar, has become a member of the Ask Patty Advisory Panel of Expert women. In her automotive advisory role, Gill will respond to questions from consumer women on automotive related topics via the website.

Visit Palmetto Ford at [www.askpatty.net/palmetto-ford](http://www.askpatty.net/palmetto-ford) or give them a call at 800-317-2839 or email [palmetto-ford@askpatty.net](mailto:palmetto-ford@askpatty.net).

Visit Palmetto Jaguar at [www.askpatty.net/palmettojaguar](http://www.askpatty.net/palmettojaguar) or give them a call at 800-964-7314 or email [palmettojaguar@askpatty.net](mailto:palmettojaguar@askpatty.net).

Graham Eubank, the President of Palmetto Car and Truck Group, is excited about the partnership. "We are very excited to partner with Ask Patty, Ask Patty will allow Palmetto Ford, Palmetto Jaguar and Mama's Used Cars to have a better line of communication when dealing with women buyers," stated Graham Eubank President Palmetto Car and Truck Group. "Now more than ever, we realize how important it is to make certain that we know how to take care of all car buyers, especially women. We want our organization to be as female friendly and informative as we can be when dealing with women so that we can offer an exceptional sales or service experience with the ultimate goal of making customers for life."

Graham Eubank's decision to partner with Ask Patty reflects the kind of forward thinking needed to deliver consistent outstanding results in customer satisfaction and sales growth to this important consumer segment.

Women represent over half of all vehicles sold annually in the United States with revenues topping \$80 billion every year. Until Ask Patty, there hasn't really been a website exclusively devoted to their needs and concerns.

Ask Patty Female Friendly dealers represent many brands, including Chrysler, Jeep, HUMMER, GMC, Cadillac, Pontiac, Buick, Ford, Lincoln, Mercury, Mitsubishi, Toyota, Honda, Mazda, Saab, Acura, Nissan, Kia, Hyundai, Mercedes Benz, BMW and many others.

About AskPatty.com, Inc.:

Ask Patty provides women consumers an opportunity to send questions about car buying, selling, repair and maintenance to a panel of expert automotive women and is a safe online place to share and discuss their car buying experiences. Women can submit posts directly to the Ask Patty website by going to <http://www.askpatty.com>. The Ask Patty advisory panel of automotive expert women is headed up by Deborah Renshaw -- professional NASCAR driver, and is comprised of women who hold various leadership positions in the automotive industry.

Women purchase over 50 percent of all vehicles sold in the United States each year and influence 85 percent of the buying decisions, spending over \$80 billion. Yet, shopping for and buying a car can be a challenge for women who are first time car buyers or for women who had a bad experience in the past with a car salesman or dealership.

AskPatty.com is a member and 2006 corporate sponsor of the Women's Automotive Association International based in Detroit, MI, (<http://www.waa.com>), on the Women's Board of the Car Care Council, (<http://carcare.org>), a SEMA member (<http://www.SEMA.org>) and a member of the SEMA Business Women's Networking Group.

Ask Patty Certified Dealer Program:

Properly armed with the right tools and training Ask Patty Female Friendly certified dealerships can increase their share of the largest and fastest growing demographic of new vehicle buyers in the U.S. -- Women Consumers. The Ask Patty Certified Dealer program was designed specifically for car dealerships to attract, sell, retain and keep loyal women consumers.

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