

women and sports cars

- Good morning ! Today, I am with Catherine Alty, business manager of ^{the} insurance company Privilege. Catherine, a survey carried ^{out} by your company has revealed that more and more women are buying fast cars. Now, in the not so distant past, the owners of sports cars were nearly always men. Were you surprised by the results of this survey ?
- Well, actually, we ^{did} the survey because we had noticed a significant increase in the number of women coming to us to insure luxury or fast cars. We identified the fact that there was a change in the market and we wanted to find out more about it.
- Even so, weren't you surprised by what you discovered ?
- Yes, we were a little surprised by the extent of the change. It gave us a real good idea of how female priorities are changing. It's not just a question of women being able to buy these cars. They are prepared to give up other things that were much higher priorities in the past. 29% of the women said they would delay an expensive wedding and 11 % said they would delay having children in order to be able to buy a sports car !
- How do you explain the phenomenon ?
- We attribute the trend to the increased financial independence that women have today. They are also more career-minded and more confident. They feel they work hard and have the right to enjoy the money they make.
- Will manufacturers change the specifications of their cars in recognition of the fact that more and more women are buying them ?
- It is something they may have to look at.
- Thank you very much, Catherine.