

# PSSSSST...

## This seal on our doors will change the way you think about car shopping!



Learn how we are taking our customer service to the next level. By being a vetted **Cars Her Way** dealer we swore to adhere to a code of ethics ingrained by the founder of **Cars Her Way**, Lisa Copeland.



Lisa works with automotive dealers and auto manufacturers worldwide to help them better understand the female consumer and create better car buying experiences. Empowering and educating female customers is part of the Cars Her Way process. Her program helps sales people create a better support system from research, to finding the right car to aftersales support. Lisa is dedicated to helping women navigate the often-murky waters of car shopping.



**Bayway Lincoln** is committed to making your car shopping experience better! We want to help all our customers feel like they are getting a supported partner for life. We don't want to just sell you a car, but be **your partner in helping you buy a car**. Educating you on affordable financing options that fit your needs plus be there for you for service and maintenance to help keep your car running safely!

### When you have questions, we have the answers!

*What car is right for me?*

*When is the best time to buy a car?*

*Should I Lease or Buy?*

*When do I really need new tires?*

*Do I need a Warranty?*

*What support is there after the sale?*



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*Ladies...  
a better way to shop for a car!*



— INTRODUCES —

# CARS HERWAY™



Find out how to have an easy, efficient and effortless car shopping experience through Cars Her Way!