

# Re-inventing how Women buy cars!

**BAYWAY LINCOLN IS A PROUD VETTED DEALER OF CARS HER WAY. WHAT DOES THAT MEAN FOR OUR CUSTOMERS?**



When you see this seal on our dealership door, here are some benefits you won't find at a regular dealership:

- 24 hour test drive.
- 36 hour "love it or leave it". \*
- We ONLY recommend highly vetted dealers that are in good standing with Cars Her Way.
- First oil change free. \*
- At home/office test drive available.
- Dealers Promise to uphold the CHW Code of Ethics.
- You're never alone CHW Call center.
- If you have a problem we have a problem- CHW resolution department.
- 3 mo/3,000 on any pre-owned car. \*
- Quarterly mystery shops to endure good standing.

(\*Return Policy with exclusions. See dealer for details)

## CARS HERWAY™

### — CODE OF ETHICS —

**EACH CARS HER WAY DEALER, MUST ADHERE TO THESE STANDARDS TO ENSURE THE HIGHEST LEVEL OF CUSTOMER SERVICE AND CARE.**

- Believes Car Shopping Should Be Fun!
- Agrees in continuing education for all employees
- Agrees to adhere to the Promises of the CHW seal
- Believes all consumers are created equal
- Committed to handle problems swiftly and fairly
- Committed to hiring women and diverse candidates for their retail sales/service departments
- Believes that if their customer has a problem, THEY have a problem



**THE CAR SHOPPING PROCESS BECOMES EASIER  
MAKING YOU A MORE EASY, EFFORTLESS  
AND EFFICIENT! SIMPLE AS 1...2...3!**

### STEP ONE...



**SEARCH:** Shop online at our dealership, then make an appointment with any of our certified Cars Her Way trained and certified advocates. Even get pre-approved before your first visit!

### STEP TWO...



**SHOP:** Stop in to see your Certified Cars Her Way associate and start your car buying process! Explore options, ask questions, get support, get a trade in value, explore financing and take a test drive!

### STEP THREE...



**DRIVE!** Getting the car you want, with an affordable finance option and a solid plan for after sales care and support. Walk away a happy, confident customer!

At Bayway Lincoln we are committed to you being a customer for life! Let's start our relationship with a friendly meet and greet & make an appointment today to get you back in the driver's seat!