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Girls who drive hot cars are a 'turn-on'

Many Australian men, and quite a few women, think girls who drive modified or high-performance cars are sexy, according to a new survey by Just Car Insurance.

Forty-four per cent of the men who responded in the survey believe that "girls who drive modified or high-performance cars are a real turn on". Twenty-two per cent of women who responded agreed.

Five hundred car enthusiasts responded in the survey, conducted online via the Just Car Insurance web site <http://www.justcarinsurance.com.au>

Most of the women in the survey had modified their car after they bought it, and they enjoy the attention it brings them. Sixty-four per cent of women said, "it makes me feel good when others take notice of my car".

It's an attitude that is backed up by many young women drivers who are insured with Just Car Insurance.

Emilie, 21, who drives a modified 1998 Subaru WRX, says, "I'm a petrol head, totally obsessed with my car. It's still a little unusual to see a woman driving a modified car like mine. I've invested quite a bit of money and time on it, and sometimes my knowledge stumps the boys. Guys often like to talk to me about my car, in fact, I met my boyfriend through the WRX Club. My Dad took me to the Calder Park Raceway when I was 12, and I've been interested in cars ever since. I spend four hours a week maintaining it and drive it safely – no accidents and no infringements."

However, there is a downside for girls who drive hot cars. Almost twice as many men (18 per cent) as women (10 per cent) thought that girls who drive modified or high-performance cars are "a bit rough".

Just Car Insurance National Manager, Andrew O'Hara, said the survey results point to the growing number of young women who drive modified or high-performance cars.

"Modified and high-performance cars are no longer just part of a blokes' world," Mr O'Hara said.

"Lots of young women are also getting into the action. Some of them may have been inspired by their boyfriends or partners, but just as often they're driven by the feeling of freedom and standing out from the crowd.

"Some of our own Just Car Insurance staff members are among this expanding group, who understand the enthusiasm that many young men and women have for owning and driving a unique car.

"Just Car Insurance provides insurance for young people and drivers with particular needs – it may be their car, their age, or their driving history that sets them apart and often excludes them from other mainstream insurers – almost all of them are young and most are car enthusiasts."

Just Car Insurance specialises in insurance for young drivers, drivers being insured for the first time, drivers of privately imported second-hand cars, drivers of modified and high performance cars, drivers with a less-than-perfect driving or insurance history. Just Car Insurance is underwritten by AAMI, one of Australia's leading car and home insurance companies.

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