



## Women at the Wheel Round-up

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### Welcome to Women at the Wheel UK

Why should you read on?

A recent '[women in automotive](#)' survey showed that nearly two thirds of respondents said women's networking groups have not been effective in advancing their careers. We want to change that.

We are an organisation dedicated to developing women who want to become the next generation of automotive industry leaders.

Whether you are just starting your career, already down the path to leadership, or considering a switch to the automotive industry - we want to welcome you to the network.

*Women indicated "identifying and increasing visibility of key leaders who service as role models for employees" as the most impactful program...  
...come meet our role models at a future event!*

Source: Automotive News Europe-Deloitte Women in the European Automotive Industry Survey, September 2016

Thank you for taking the time to discover more about Women at the Wheel UK. I am truly excited about what we can achieve together in the coming years and really look forward to meeting you at our launch event on 7 September.

Please take a look at our [website](#) to find out more about our mission, principles and approach, and to sign

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**Read some thoughts from:**  
Sarah Noble our Women at the Wheel UK lead

up to our mailing list. We would love to hear from you – whether via email or at future events.

Look out for an invite to our LinkedIn group which will be live shortly #WomenattheWheelUK

[deloitte.co.uk/womenatthewheel](http://deloitte.co.uk/womenatthewheel)



Sarah Noble

Automotive sector  
Deloitte



## Break-time

### Women are manufacturing's largest pool of untapped talent

While women represent nearly half (46%) of the total European Union (EU)'s labour force in 2015, they comprise less than a third (29%) of the manufacturing workforce. Read more about our "Recruitment, retention, and advancement of women in the European automotive industry"



Explore more findings: [Women at the Wheel study](#)

## Industry Insights

### Framing the future of mobility: Using behavioural economics to accelerate consumer adoption

When it comes to shared mobility and autonomous vehicles, winning consumers over could be as challenging as developing the technology. How can organisations at the leading edge of the changing mobility ecosystem encourage adoption of these new modes of transport? – [Read more](#)

## Events

Events are a key way for us to network and learn together. You can view our forward [programme of events](#), and find details of the next event below.

## Launch event

**Date:** 7th September 2017,

**Time:** 18:00

**Venue:** The Landmark Hotel, Marylebone Station, London

**Audience:** future leaders of the auto industry. All are welcome.



Future events will cover personal branding, mentoring/ coaching and women in leadership tips and best practice.

Please [register](#) your interest today and to hear more details as they are available!

We would love to hear from you – please contact us via any of the paths below and please feel free to forward this email to any colleagues.



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