



Women at the Wheel Round-up

Driving Miss Daisy

While WatW celebrated our first anniversary last month, as well as the British Top 100 inspirational women in the auto industry, there's another pioneering woman worth celebrating in the next few weeks!

In August 1888, Bertha Benz drove 180km from Mannheim to Pforzheim and back in the Patent Motor Car built by her husband Carl Benz - proving the automobile was a worthy invention and even inventing the concept of a brake lining along the way. Almost 130 years later, we're still on an automotive journey, and arguably one which is undergoing its biggest, and most exciting, changes yet! It's great to have you all on board as we navigate the future together, and continue to build and support women in the industry.

P.S. Hopefully this rich female history will provide a few talking points for our upcoming event in September – see you in London!

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For readers who have been forwarded this – welcome! Our network aims to identify and celebrate the success of women in automotive by sharing and encouraging ways to further

develop careers and inspire new thinking through networking, coaching and discussion. Please [click here to opt in](#) to keep receiving this monthly newsletter.

## It's that time of year!



Summer sales, beach holidays, sunshine... and motoring days out! The last 2 weeks have been jam packed with activity, from the Goodwood Festival of Speed to **F1 at Silverstone**.

Here's what a young speed fan had to say about the Grand Prix:

*"I was lucky enough to go to the 2018 British Grand Prix, and on a beautiful Sunday afternoon at the legendary Silverstone circuit, I sat in awe as the Mercedes of Lewis Hamilton (of whom I'm a big fan) came from the very back of the grid all the way up to second after being knocked off of the track by Kimi Räikkönen's Ferrari. The plus one I had brought along, in their limited edition #1 Räikkönen shirt from 2008, would disagree... The race may go down in history as one of the best racing events of the last ten years, but for us it was the experience of a lifetime!"*

And when they're not on the track winning titles, it seems that famous F1 champions spend their time talking about female (under)representation in the sport too! Speaking at the Formula Student World Finals at Silverstone, Jensen Button noted that *"many Le Mans championships have been won by female engineers so there is obviously no reason why more females can't get involved, including the driving"*. We totally agree!

[www.imeche.org/news/news-article/jenson-button-calls-on-automotive-industry-to-bring-more-women-into-engineering](http://www.imeche.org/news/news-article/jenson-button-calls-on-automotive-industry-to-bring-more-women-into-engineering)

## Break-time



### Why don't more men stand up for gender equality?

"In today's workplace, these are men at every level of power and leadership acting to call out insults and affronts, eliminate pay and promotion disparities, and advocate for policies that retain a diverse talent pool. They are driven by the cause —

not ulterior motives such as career advancement, public recognition, or getting a date. They truly believe the system is both unfair and capable of change. So, why aren't there more of these men?"

[https://hbr.org/2017/10/lots-of-men-are-gender-equality-allies-in-private-why-not-in-public?referral=03759&cm\\_vc=rr\\_item\\_page.bottom](https://hbr.org/2017/10/lots-of-men-are-gender-equality-allies-in-private-why-not-in-public?referral=03759&cm_vc=rr_item_page.bottom)

## Industry Insights



**Another female CEO** 😊 Congratulations to Annette Winkler, the new head of Smart. According to Dieter Zetsche, head of Daimler AG, "as a true entrepreneurial personality, she has led Smart to new successes and systematically transformed it into an electric mobility brand... and is extremely well positioned for the future."

[www.autocar.co.uk/car-news/new-cars/daimler-appoints-sales-expert-new-smart-ceo](http://www.autocar.co.uk/car-news/new-cars/daimler-appoints-sales-expert-new-smart-ceo)

And what's special about a brand focused on electric mobility? Well, for a start, it's well positioned to meet the needs of car buyers of the future! A recent AA study found that **half of young people in the UK** would like to own an electric car

[www.bbc.com/news/science-environment-44798135](http://www.bbc.com/news/science-environment-44798135)

## Events



### **Mentorship & Sponsorship: Understand the difference and why you need both**

Here at Women at the Wheel we're constantly brainstorming about how to bring you events that are relevant, interesting and engaging. In July, our Six Sigma webinar was focused on learning about an industry-relevant topic in a way that was easily accessible. For September, we'd like to bring everyone together again to touch on another topic that's emerged as a key area of interest for many... Professional relationships!

Mentors and sponsors are two different things, but together they can go a long way to maximizing your career growth. These are relationships with someone who believes in your potential, will champion your successes, and help you to open doors as you

work your way up. So where do we start? How do we build? And what do we need to bring to the table?

We've put together a special programme with a dynamic guest speaker to explore some of these questions, followed by a (fun) speed networking event with a difference!

**Date:** Tuesday 18<sup>th</sup> September 2018

**Time:** 17:00 – 20:30

**Venue:** Central London, venue TBC

**Cost:** All our events are free of charge

**Audience:** Future leaders of the auto industry. All (men and women!) are welcome who are looking to learn and network☺

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.

### Contact



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