

## Press Release

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### FEMALE DRIVING INSTRUCTORS ARE IN DEMAND, BUT THEY AREN'T ALWAYS EASY TO FIND... UNTIL NOW!

Everyone learns more easily in a relaxed and encouraging environment, which is why it's so important for learner drivers to feel at ease with their driving instructor. Female Driving Instructors Online has been designed for the increasing number of learner drivers searching for 'Female Driving Instructors' on the internet. The site is fun to use, easy to navigate around, and includes interviews with instructors and former learners, a driving game and latest news pages.

A large number of Approved Driving Instructors (ADIs) are self-employed, often one-person businesses. Many of them are not well known or easy to find online. This is why we created [www.femaledrivinginstructors.co.uk](http://www.femaledrivinginstructors.co.uk) to cater for the growing number of learners searching for 'Female Driving Instructors' on the web.



[www.femaledrivinginstructors.co.uk](http://www.femaledrivinginstructors.co.uk)

### DRIVING A GREAT BARGAIN

Female Driving Instructors Online is offering free listings to all female ADIs. The site's directory listings are unique, including all the information learner drivers could possibly need to make a decision about which driving instructor to choose, including a picture of the car they'll learn in. What's more, the latest software provides the most relevant results nearest to a user's postcode, rather than just listing driving instructors in a postcode 'area', such as Nottingham.

"We know there's huge demand out there for female instructors, so we're bringing together local instructors and learners throughout the UK" says Georgina Amat, the site's founder. Learners are encouraged to share feedback with other prospective learners through instructor ratings and reviews.

"As well as being extremely user-friendly", said Georgina, "we hope our online directory will encourage women to become qualified driving instructors, knowing that they can easily be found on the internet."

### Notes to Editors:

1. Female Driving Instructors Online is the only website dedicated exclusively to providing a comprehensive directory of female driving instructors in the UK.
2. Images to illustrate our release are available on request.

### For further information please contact:

#### Georgina Amat

Managing Director

Female Driving Instructors Online – 'promoting women in business'

Tel: +44 (0)20 7931 9530 / +44 (0)7834 562470

Email: [georgina@femaledrivinginstructors.co.uk](mailto:georgina@femaledrivinginstructors.co.uk)

Website: [www.femaledrivinginstructors.co.uk](http://www.femaledrivinginstructors.co.uk)