

2025 WOMEN AT THE WHEEL GLOBAL STUDY

30 October 2024

To: ALL AADA MEMBERS

AADA encourages all women working in the automotive industry to participate in the Women in Automotive Global Industry Study.

The survey will assist in creating a more inclusive and equitable automotive sector with the insights being used to generate Deloitte's Women in Automotive Report, launching in early 2025.

This initiative will provide data to better understand the unique challenges and opportunities facing women in the industry and try to help create a more inclusive environment for all.

The survey takes just 15 minutes to complete and will explore:

- Perceptions of the automotive industry's future
- Barriers to retention and advancement for women
- Recommendations for creating a more inclusive and equitable workplace

You can access the survey [here](#).

If you have any questions or need further information, please contact:

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