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The X and Y Chromosome Factor: Male and Female Automobile Preferences by [Erwin Calverley](#)

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A recent automotive marketing study confirmed that males own about nine out of ten heavy-duty pickup trucks found on the road. That roughly explains why 93% of truck buyers are men. Women's automobile preferences, however, are a bit more complicated, considering that women opt for safety and affordability above all else.

Automakers typically avoid manufacturing gender-specific cars, yet sometimes it all boils down to what these two genders prefer purchasing. So-called masculine cars are typically described as huge-built trucks with either large grilles or boisterous wheels (i.e. the Ford F-series). Despite this, research shows that most men who own these huge trucks actually need them for their line of work such as hauling equipment on long and rough drives. In general, men tend to prefer luxurious and huge automobiles with high-performance engines that generate 367 horsepower or higher.

On the other hand, women prefer to drive car models known for being practical, safe, and affordable. This is not to say that female drivers prefer bland-looking cars. On the contrary, they hold vehicle aesthetics in high regard much like men do, but in a different way. In fact, convertibles and Sport Utility Vehicles (SUV) have the highest percentage of women buyers of any vehicle type in the market.

Additional research points to the fact that men occasionally purchased cars considered feminine, like compact cars and small SUVs, but that women rarely purchased car models, which are considered truly masculine. Thus, as far as brands are concerned, a dealer can sell a man a woman's car, but rarely the other way around. Fortunately, used car dealerships in Indianapolis offer a wide selection of sedans, SUVs, and trucks to cater to all the car-buying needs of their customers.

Men equally enjoy the perks of having less masculine cars by opting for sedans or SUVs offered in used car Indianapolis dealerships. Since cars are not really made to be gender-specific, it is up to buyers to choose their own automobile without prejudice. Dealers would be more than happy to assist them.

In this era where men and women are breaking free from various gender stereotypes, it's also safe to say that car maintenance is no longer just a man's job. A lot more women nowadays have the skill, wherewithal and inclination to look after the repair and maintenance needs of their vehicles. Likewise, the purchasing power of women has definitely increased and enables them to purchase any used car Indianapolis dealers sell that is not limited to family cars or compact SUVs.

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