

## In Japan, car targeted at women helps prevent wrinkles



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Last week we wrote about Fujitsu's attempt to market technology to women with its [Floral Kiss](#) notebook. It seems something is in the air in Japan, as now auto manufacturer Honda has launched the [Fit She's](#) model, which has been created to appeal to the female driver.

Honda has highlighted a number of features that may attract female customers. Firstly, the windscreen blocks 99 percent of ultraviolet rays, which have been found to be bad for wrinkles. The air conditioning system also features 'Plasmacluster' climate control technology which the company claims helps improve the skin of passengers. The driver's seat has its own heating and the manufacturers have paid particular attention to safety features. Although the model's flagship color is pink – both the exterior and interiors use the shade as a predominant theme – the vehicle also comes in brown, white and black. The vehicle is priced between JPY 1,400,000 and JPY 1,575,600 and is currently only available in Japan.

The Fit She's features could of course appeal to many men, but marketing the car to women specifically could well reap rewards. What other additions could help women identify more with their vehicles?

Website: [www.honda.co.jp](http://www.honda.co.jp)