WheelsForWomen.ie Reader Turns *FIAT 500 by Gucci* Blogger

**Highlights:**

* FIAT and WheelsForWomen.ie join forced for FIAT 500 by Gucci competition
* Leitrim woman Tracy Ferguson wins weeklong test drive in the FIAT 500 by Gucci
* Tracy’s FIAT 500 by Gucci blog is featured on WheelsForWomen.ie with daily updates
* FIAT 500 by Gucci is powered by FIAT’s award-winning, ultra-low CO2 TwinAir engine

**Press Release:**

Tracy Ferguson, from Tullaghan, Co. Leitrim, has kicked off her blogging career with a weeklong test drive in the FIAT 500 by Gucci and a daily blog on the WheelsForWomen.ie website. Tracy, a working mother, was delighted to have the opportunity to test drive the TwinAir-powered FIAT 500 by Gucci saying “This week will be a treat. Everyone I know has signed up for a spin!”

Ireland’s first and only website dedicated to female motoring matters ran a competition last month inviting entrants to explain in no more than 140 characters why the FIAT 500 by Gucci would be their perfect accessory and Tracy’s winning entry was a witting limerick:

Oh Fiat 500, be mine
For even a week would be fine
I’ve dined out on Sushi
But never owned Gucci –
The iconic must-have of the Divine

Geraldine Herbert, founder of the WheelForWomen.ie website, commented that the FIAT 500 by Gucci competition was “a super fit for wheelsforwomen.ie” and the website’s “best competition yet”. In addition to WheelsForWomen.ie, Ms. Herbert is also editor of Motoring Life, Ireland’s longest-established motoring magazine, and a member on both the Continental Irish Car of the Year and International Women's World Car of the Year juries.

Tracy’s observations and updates continue this week and can be viewed on WheelsForWomen.ie:

**http://tinyurl.com/c4e6asv**

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