

Inspiring Automotive Women

WHO INSPIRES YOU?

L I N K E D I N C A M P A I G N

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Auto30Club




What Is the Criteria for an Inspiring Automotive Woman?





An Inspiring Automotive Woman is:

- An inclusive leader, at any level of the business
 - Driving organisational change to make the culture more inclusive
 - Promoting the company as an employer of choice for women
 - Undertaking school outreach or helping to reach out to fresh talent pools
 - Establishing or leading an Employee Resource Group or women's network
 - Mentoring, coaching or sponsoring female colleagues
 - Creating solutions and policies to help women to thrive in the workplace
 - Being a visible female automotive influencer / spokesperson in the media
 - Raising awareness of intersectionality and underrepresented female groups
 - Being an inspirational female role model
 - Driving change to ensure we serve female customers better
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What Should the LinkedIn
Post Look Like ?

Use this template if
you have permission
to use a photo of your
Inspiring Automotive
Woman



Here is an example,
showing an image
of Gemma Benbow,
our 2026 overall
Inspiring Automotive
Woman of the Year



Auto30Club
THE AUTOMOTIVE WOMAN
WHO INSPIRES ME IS...



GEMMA BENBOW
DIRECTOR, PEOPLE & ORGANISATION
KIA UK

The graphic features a teal background with vibrant pink and orange floral splatters in the corners and a starry pattern. The text is white, and the portrait is framed in white. A grey banner with a white border contains the name and title of the woman.

Use this template if you **do not have permission to use a photo** of your Inspiring Automotive Woman.

Insert her name, job title, and company via a text box across the grey ribbon.



Here is an example using the name, job title, and company of Gemma Benbow.





The text of your LinkedIn post should start with:

“The automotive woman who inspires me is {NAME}
because.....{insert reason}

The text of your LinkedIn post should end with:

“That is why {NAME} is an #InspiringAutomotiveWoman.
So, #WhoInspiresYou ?”



The Automotive woman who inspires me is Gemma Benbow!

Gemma has been hugely instrumental in shaping a workplace culture at Kia UK Limited that champions diversity, nurtures talent, and drives performance. Under her leadership, the People & Organisation function has transformed - aligning employee engagement with business growth, and embedding values that reflect the modern automotive landscape.

Gemma's influence extends beyond HR strategy. She has spearheaded initiatives that have redefined employee wellbeing, introduced innovative learning and development programs, and fostered a culture of continuous improvement. Her work has not only elevated Kia UK as an employer of choice through consistent Great Place to Work recognition but has also set a benchmark for excellence in people leadership across the sector.

A passionate advocate for gender equity, Gemma actively mentors emerging female leaders and champions inclusive hiring practices. Her voice is one of progress - encouraging the industry to think differently, act boldly, and lead with empathy.

Gemma Benbow exemplifies the spirit of this award: a visionary leader, a people-first strategist, and a role model for future generations of women in automotive.

Thank you Gemma! 😊

That's why Gemma Benbow is a #InspiringAutomotiveWoman, #IAW2025 so #WhoInspiresYou? @Auto30Club

#Kia #MovementThatInspires #JoinTheMovement




How To Make Your Own Post

1. Download the template you wish to use, and add the photo and/or name of the woman you are nominating.
2. Export your now personalised PPT slide as a **PNG or JPEG image** so that LinkedIn recognises it as a photo.
3. On your LinkedIn page, you will see a section at the top of your feed labelled “Start a post”.
4. Click on this statement and write what you want to say about your Inspiring Automotive Woman, and use the hashtags and opening and closing phrases.
5. **Remember to tag our @Auto30Club showcase page.**
6. Click on the “photo” icon on the bottom left to upload your image of your personalised slide.



Who Can Create the LinkedIn Post?

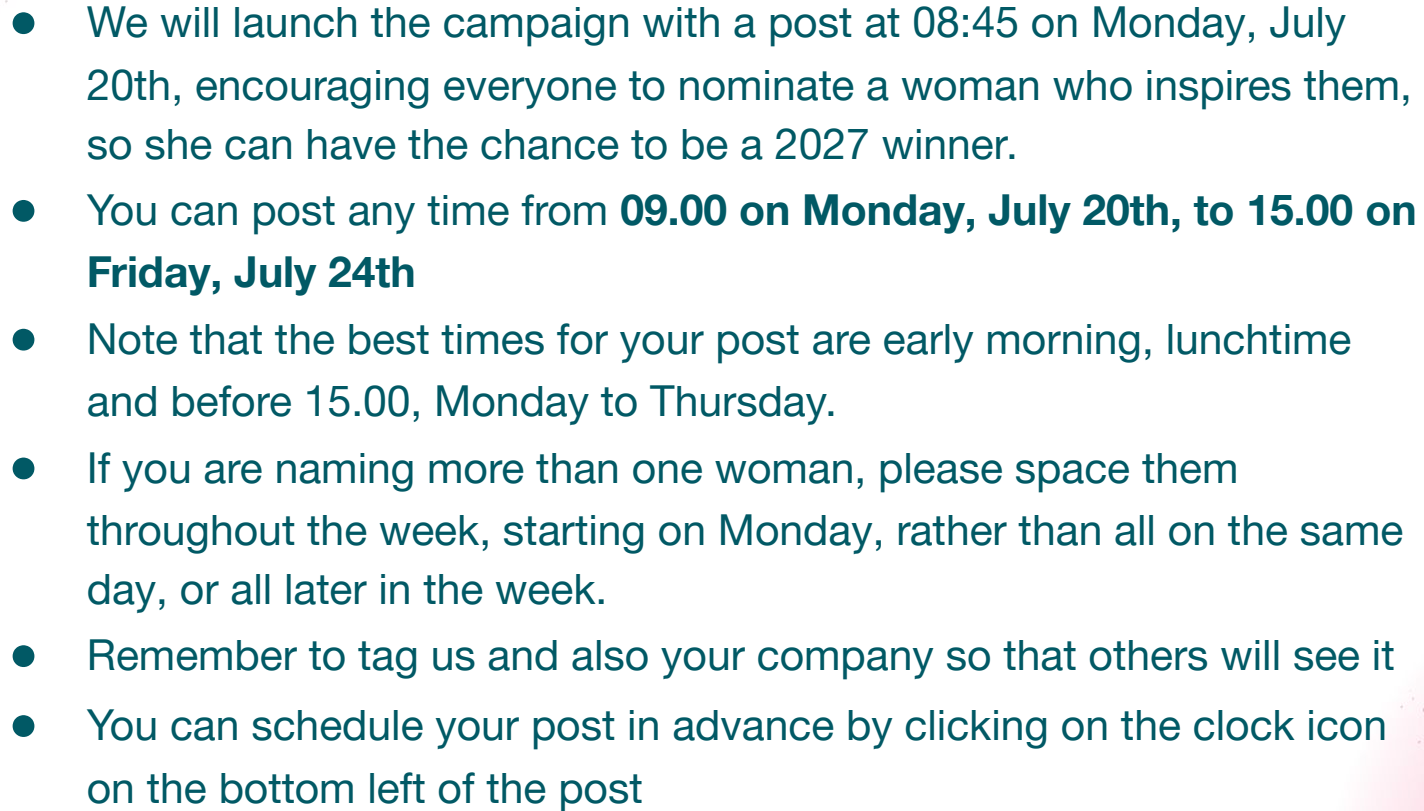
- You as an individual on your personal LinkedIn account.
 - The company's marketing or social media team can ask colleagues to submit their content for posting through the company's LinkedIn account, crediting the colleague with the nomination.
 - (Note, however, that a personal nomination from a colleague tends to have a more positive impact than a corporate one).
 - Please follow our [Auto30Club LinkedIn page](#) so that you will see posts with further updates about the campaign
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When Should I Post the Nomination On LinkedIn?

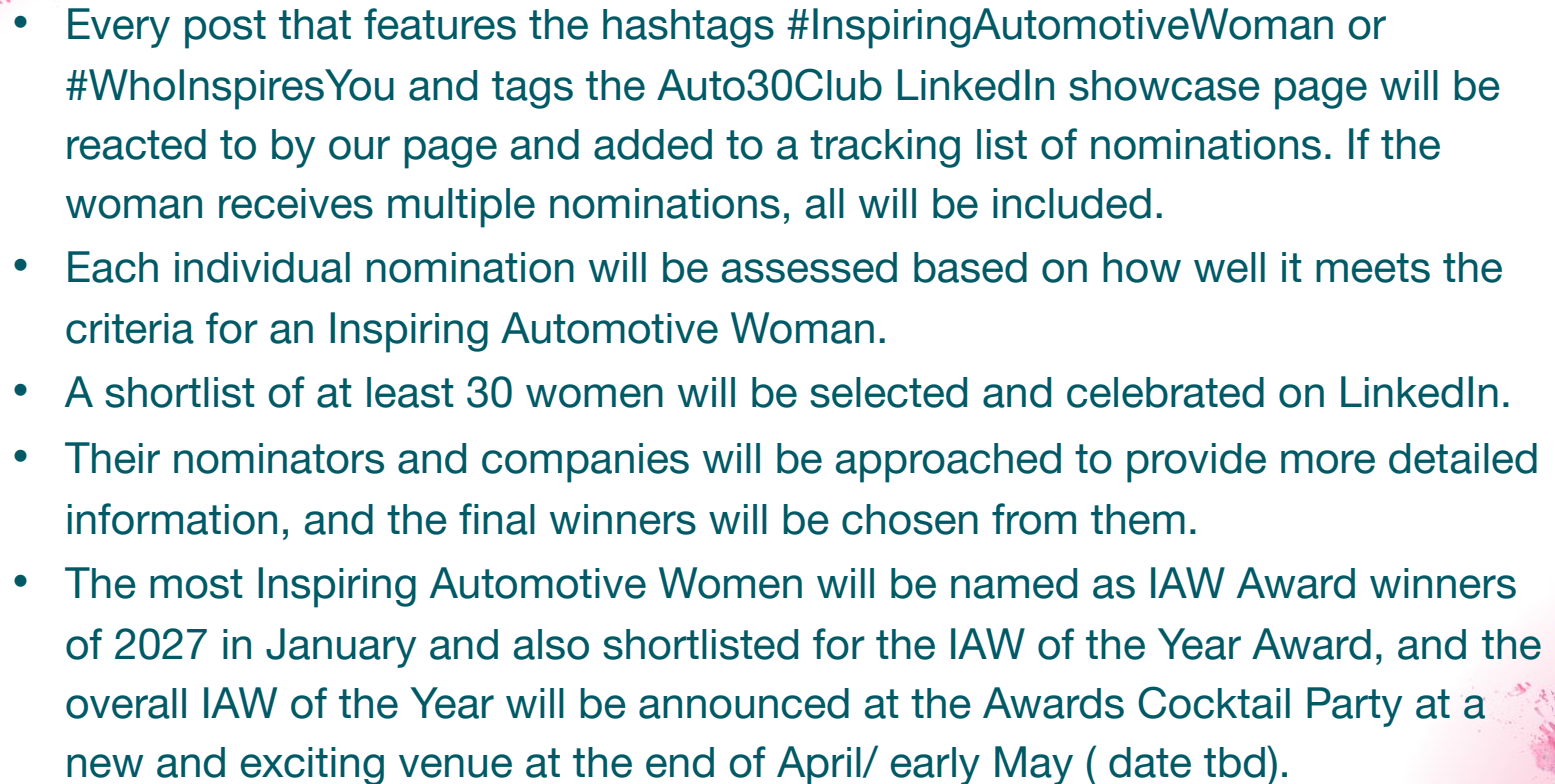
From 09.00 on Monday July 20th to 15.00 Friday July 24th



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- We will launch the campaign with a post at 08:45 on Monday, July 20th, encouraging everyone to nominate a woman who inspires them, so she can have the chance to be a 2027 winner.
 - You can post any time from **09.00 on Monday, July 20th, to 15.00 on Friday, July 24th**
 - Note that the best times for your post are early morning, lunchtime and before 15.00, Monday to Thursday.
 - If you are naming more than one woman, please space them throughout the week, starting on Monday, rather than all on the same day, or all later in the week.
 - Remember to tag us and also your company so that others will see it
 - You can schedule your post in advance by clicking on the clock icon on the bottom left of the post





How Will The Winners Be Selected?

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- Every post that features the hashtags #InspiringAutomotiveWoman or #WhoInspiresYou and tags the Auto30Club LinkedIn showcase page will be reacted to by our page and added to a tracking list of nominations. If the woman receives multiple nominations, all will be included.
 - Each individual nomination will be assessed based on how well it meets the criteria for an Inspiring Automotive Woman.
 - A shortlist of at least 30 women will be selected and celebrated on LinkedIn.
 - Their nominators and companies will be approached to provide more detailed information, and the final winners will be chosen from them.
 - The most Inspiring Automotive Women will be named as IAW Award winners of 2027 in January and also shortlisted for the IAW of the Year Award, and the overall IAW of the Year will be announced at the Awards Cocktail Party at a new and exciting venue at the end of April/ early May (date tbd).



How Will The Winners
Receive Their Awards?



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- The Inspiring Automotive Women Award winners of 2027 will be invited to the IAW Awards Party to receive their awards.
 - The celebration will take place at our Patron Gold Member company Autotrader's new offices at 3 Circle Square Manchester. It has an event space on the 14th floor with a roof terrace that will make a wonderful setting.
 - Each winner will also be able to bring along 3 colleagues and they will all receive complimentary tickets to the ceremony.
 - The dress code will be cocktail dress / early summer soiree party wear
 - The event will take place between 4.30pm and 8.30pm, and will include drinks, canapes, the awards ceremony, an inspiring and informal panel conversation with some of the winners, and an acceptance speech by the overall IAW of the Year.
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Auto30Club

THANK YOU

Let's hit over 500
nominations this year!

WITH SPECIAL THANKS TO

 Autotrader

 Close Brothers
Motor Finance

 INFO MEDIA™

 TrustFord

 Hyundai Capital

 LKQ SYNETIQ

 Direct
Affinity CX