

The Power of One

HOW TO MAKE YOUR COMPANY A SINGULAR SENSATION

MORE THAN 89 million unmarried adults in the U.S. are single and loving it. Most, according to experts, are not spending every minute looking for a mate, but enjoying life in the now. Census figures reveal that for the first time in history, more than half of women

are single, says Thomas F. Coleman, director of Unmarried America, an informational resource for unmarried people. "You hear the word *single* and you think *partygoers*," says Coleman. "Most single people have a lot more on their minds than that."

Singles are thinking about work, family, home, leisure time, retirement—everything married folks do. Coleman cites market opportunities for home-builders to cater to single home-buyers. Home improvement products could be a niche as well. Financial services and insurance products are also important to singles, notes Jennifer Ganshirt, senior vice president and director of strategic planning for Frank About Women, a marketing firm specializing in female consumers. "Older single women in particular have the means, so give them the opportunity to invest in luxury-

16% of women believe a woman is more likely to be a good leader;

33% believe a man is.



[type] purchases," says Ganshirt. Industries such as travel and food hold other possible niches.

Singles are also into anything that can make their lives easier, says Peg Samuel, founder of Social Diva, a New York City-based event marketing company. Samuel, 36, reports on the hottest trends for single women in Atlanta, Miami and New York City via her website, www.socialdiva.com, building her business to \$550,000 in annual revenue. "I'm great at finding what the demographic likes because I *am* the demographic," says Samuel. "The challenge with so many [opportunities] is making sure you're catching them all."

—NICHOLE L. TORRES

Single in the city: For Peg Samuel, catering to urban singles is big business.

WHEELS > NEW BUSINESS

vehicles are so well-equipped, is there anything left to add? You bet. Options can transform a so-so vehicle into a rolling high-tech machine to make your road warrior life easier.

The biggest buzz surrounds the parallel parking guidance system found on upscale cars such as the Lexus LS460. Automatically backing up and sliding the sedan into a space, the system judges distances back, front and sideways. Other automakers offer parking assistance options with backup cameras and GPS rearview video to help drivers avoid obstacles.

GM's 2008 Cadillac CTS, on sale this fall, adds a USB port and auxiliary audio jacks to its console for integrated iPod capability, as well as DVD-based navigation with a telescoping 8-inch touchscreen that is hidden until activated.

OnStar's newest generation of systems supplies turn-by-turn onscreen navigation with voice-guided directions. Conversely, the Hummer's backup viewing screen pops up from the rearview mirror. Mercedes-Benz offers a lighting package with curve-illuminating headlights.

Living on the road is easier with the 2008 Chevrolet Malibu's optional household-style 110-volt outlet, and working is more comfortable in Lexus' new long-wheelbase sedan when it's equipped with a retractable



table, cool box, ottoman for the reclining rear seat and multifunction massage.

Many options are bundled into packages. Among the Lexus packages is the Ultra-Luxury, which includes a panorama glass roof, power rear sunshade, leather interiors, navigation and a backup camera, rear seat air bags and driver's seat power cushion extenders.

Options in various Toyota models include the Plasmacluster, which reduces odors, germs and bacteria; special sensitive-skin seat fabric; and the Inclinator, which shows how many degrees your vehicle is tilted.

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