

Audra Fordin is the founder and CEO of Women Auto Know (WAK), a membership-driven company, with a primary focus on women, which provides automotive education and resources to empower people of all ages to be safe, confident and knowledgeable drivers, passengers and automotive consumers.

Audra has made it her mission to take the fear out of auto repair. A certified mechanic, fourth-generation auto shop owner and a pioneer in the automotive industry, she founded Women Auto Know in 2009 to do just that.

Since she was five years old, Audra has been fascinated by cars. Her great-grandfather founded Great Bear Auto Repair and Body Shop in 1933 and Audra started out working alongside her father in the family garage. She soon realized that she was different from most other girls. Instead of playing with dolls, Audra was playing with car batteries and oil filters. Her next step was to become a certified auto mechanic.

She has been featured on The Today Show, Good Morning America, ABC News, New York Daily News, Despierta America, NY1, Huffington Post and many others. She has formed partnerships with leaders in

the industry, government, and education and serves on many advisory committees and expert panels.

Today, Audra is rolling out her WAK Attack globally. She's launched WomenAutoKnow.com and a WAK mobile app, to provide tools for drivers to rank and review shops, watch tutorial videos, locate workshops, and a full menu of resources that engage, educate and empower women to be auto aware.

She's also determined to break gender barriers within the automotive industry itself. "The auto repair culture is in many ways still stuck in the 1960s and is in need of a complete overhaul," Audra says. "The reason women are not in auto repair has to do with upbringing, not ability." She's working to change that. There is also a lingering reputation of dishonesty in the auto repair industry, which Audra is working to heal. "No one wants to go into a profession with the stereotype that he or she is a thief. The industry can turn that around by investing in programs like Women Auto Know."

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Audra lives in Roslyn, New York with her husband Ed, whom she met at the shop, and their three children Sammy, Olivia, and Andrew. She is a PTA class mom, Girl Scout troop leader and enjoys

gardening with her kids, saltwater fishing, cooking, and sewing.

She speaks with passion, compassion, fairness and the ultimate goal of bringing a woman's perspective to the game of automotive repair