

Getting to know *Women on Wheels* editor Juliet McGuire



By [Lauren Hartzenberg](#)

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Juliet McGuire has taken over the role as editor of SA female motoring magazine, *Women on Wheels*. The motoring TV presenter and *Women on Wheels* online editor will head up the reigns of the 2016 *Women on Wheels* magazine edition, taking the leadership baton from outgoing editor, Charleen Clarke. In a fast-paced world where motoring news is written for women by women, we found out where her love for cars began and the strategy (and perks) involved in her job.



Juliet McGuire

■ ***Where did your love for all things automotive begin?***

Juliet McGuire: I dated a guy in high school who was obsessed with cars and it sparked my interest. It was only when I decided to study journalism at Stellenbosh University that I realised I could be a motoring journalist and so my passion for cars grew.

■ ***What inspires you?***

McGuire: People and words. The saying, "actions speak louder than words" does not hold entirely true to me. I believe that people's actions can inspire others, but I also believe that words hold so much power and one sentence can change someone's way of thinking and even change the way they behave. There is nothing quite like an inspirational story put down in beautiful words.

■ ***Tell us about the strategy involved in creating female-focused motoring content?***

McGuire: We want the content we create to be useful. When I write I think about what it is that I would want to know and then I think about my friends who are in different phases of life to me and I think what they would want to know. It's not just about mom's cars and baby seats, it's also about empowering women with car-related content. I want women to be able to walk into a dealership or a service centre and not be taken for a fool. They need to be able to hold their own and not have to rely on a man to be able to get what it is they want out of a certain "car-related" situation. And our content will never be patronising! Women know more about cars and motoring than they are given credit for.

■ ***Best thing about being a motoring editor?***

McGuire: The uniqueness of the job; and the perks of course. Driving a different car each week and travelling to places I

would never experience by my own accord.

▣ ***What is your dream car?***

McGuire: That changes weekly, literally! But I would love to drive a Bugatti Veyron if only for the speed; and the Porsche GT3 is a car I would own.

▣ ***Which industry trend are you most excited about right now?***

McGuire: Safety technology. It is incredible what manufacturers are coming up with. My favourite is Volvo's goal that by the year 2020 no person will be injured or die in a Volvo. With the current carnage on our roads, this could not come soon enough!

ABOUT LAUREN HARTZENBERG

Managing editor and retail editor at Bizcommunity.com Cape Town apologist. Dog mom. Get in touch: lauren@bizcommunity.com

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