

VEHICLE WASH NEWS FROM AUTOAUTO WASH

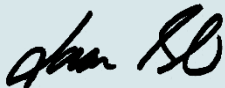
WELCOME TO THE APRIL NEWSLETTER

Welcome to the AutoAuto Wash Newsletter. We hope over time you are able to glean ideas and suggestions that will help you become more effective, efficient and profitable in your auto wash endeavors! Within this newsletter, it is our intent to HIGHLIGHT/SHOWCASE a specific product or manufacturer in each edition. In this edition, we are highlighting Ascentium Capitol, our valued finance partner. Financing provides many advantages to purchasing new equipment to reload an old wash or enhance your current equipment with upgrades.

AutoAuto Wash would like to take this opportunity to Thank You for your business. We know we have to earn your business every-day. We consider AAW a service organization 1st and a sales organization 2nd. Too often the emphasis is placed on Sell! Sell! Sell! and the service behind the sale is ignored or poorly delivered. We believe if we provide good service and support ... sales will follow the good service.

Our Mission:

"PROVIDE THE BEST POSSIBLE SOLUTIONS FOR THE CUSTOMER. DELIVER EQUIPMENT, SERVICES, PARTS AND CHEMICALS AT FAIR PRICES, WITH EXCEPTIONAL FOCUS ON INTEGRITY, HONESTY AND PRIDE IN EXECUTION... DO THE RIGHT THING!"



Loran Bourdo
President

FINANCING MAKE SENSE NOW MORE THAN EVER

In these tough economic times, you need to free up your cash flow for the slower months. At the same time, you need to ensure your equipment is performing at its best and looks appealing to keep customers coming back.



Ascentium Capital has money to lend and they flat out gets the car wash industry. We have been dealing with Paul Hagner for years. Paul knows the C Store and car wash industry and has been lending in this vertical since 1996.

Financing especially makes sense when you consider Section 179 limits for the year 2012 were increased by the 'Jobs Act of 2010' which allows businesses to write-off up to \$139,000 of qualified capital expenditures subject to a dollar-for-dollar phase-out once these expenditures exceed \$560,000 in the 2012 tax year.

Bonus Depreciation was also increased to 50% by the 'Tax Relief Act of 2010' which allows larger businesses that exceed the \$560,000 cap to write-off 50% of qualified assets using first year Bonus Depreciation. Also, small businesses that are not profit-

able in 2012 can use 50% Bonus Depreciation (on new equipment only) and carry-forward the loss to future profitable years.

Example illustrating potential tax savings with Section 179

Cost of Equipment	\$600,000
1st year write-offs	
• Section 179	\$500,000
• Bonus Depreciation*	\$100,000
Total Deduction in 1st year	\$600,000
Marginal Tax Rate Assumed 35%**	\$210,000
Bottom-line costs after tax savings	\$390,000

This example assumes equipment purchased and placed in service prior to 12/31/2012.

** 100% bonus depreciation after Section 179 deduction*

*** Tax savings are assuming a 35% tax bracket.*

For additional information, please visit www.irs.gov.

This should mean a substantial boost to your bottom line this year. But, to get the deduction for tax year 2012, you have to act this year, as once the clock strikes midnight on December 31, 2012; Section 179 can't increase your 2012 profits anymore.

FINANCING cont... PAPER OR PLASTIC?

Why Ascentium Capital?

- National finance company dedicated to the Carwash Industry
- Direct lender backed by private capital allowing us more flexibility to approve your projects
- Over \$ 250MM available capital to invest in carwash equipment in 2012
- Our financing allows you to preserve your bank lines for real estate acquisitions and your cash for day-to-day operations
- Full Carwash Systems from \$ 1,600.00 a month to \$ 3,200.00 depending on your full-featured system
- You'll cash flow your carwash from month 1!
- Call today: 281-902-1941 and ask for Paul Hagner-Ascentium Capital, LLC

MAKE FANS OUT OF YOUR CUSTOMERS

What is a fan worth?

This isn't a social media question, this is a marketing question. A fan is a good customer. There's a widely held notion that 80% of business comes from 20% of the people.

As a carwash operator, one of the primary goals for your business is to increase your car counts. One of the best ways to do that is to earn repeat business by doing the extra things that turn customers into fans. With that in mind, here are 5 ways to build a 'fan base' at your wash.

1. DELIVER THE EXPECTED As a carwash operator; your business won't prosper if you're not putting out consistently clean cars. Obvious as it seems, if you can't deliver on your basic service, then any other efforts you make will be wasted. For a carwash, basic service means putting out clean cars – consistently.

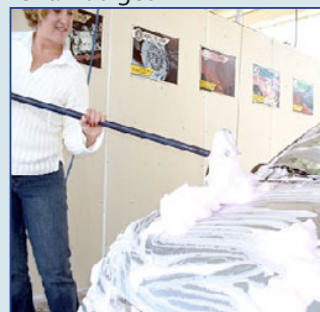
2. DELIVER THE UNEXPECTED People love to get unexpected 'gifts'. Have you ever been unexpectedly upgraded a large Suite at an overbooked hotel? Nothing better. So take an otherwise boring (and slow) Tuesday, and make it Red Car Day – red cars wash for free. In September, most schools are just getting back in full swing – so you might celebrate teachers by giving them a free upgrade in honor of the work they do. Hand out free vacuum tokens to customers who have a question or a comment. You get the idea ...

3. MAKE IT CLEAR The experience of using your wash should be as straightforward and trouble-free as possible for your customers. A great way to make sure that the wash experience is all that it should be is to use a "secret shopper" to use your wash and provide feedback. You'll be surprised at what you find. Maybe the instructions in your self-serve bays are confusing – you can make them more user-friendly. Maybe the turn into your wash is a bit tight – putting up some cones might help customers navigate it in the best way possible. If your customers feel that they got what they wanted at your wash and the experience was easy for them, they will come back more often.

4. ACCENTUATE THE POSITIVE, ELIMINATE THE NEGATIVE Take a look around your wash and see what's working well and what's detracting from a positive experience for your customers. Make sure that the physical appearance of the wash is a positive – fresh paint, trash picked up, good lighting and paving are all musts. At the same time, think about upgrading the professional appearance of employees. Maybe it's time to consider uniforms or shirts with your logo. And if you have employees who go out of their way to give great service to your customers, find ways to reward them and show them that they are truly appreciated.

5. WELCOME THEIR SUGGESTIONS The problem with complaints is that they are hard to make, and hard to take. Many customers will avoid the discomfort of making a complaint altogether. So when one of your customers does complain, it probably represents the experience of several customers, and you really need to pay attention. You also need to take it well – the first words a customer should hear when making a complaint is "Thank you for bringing that to our attention"! Then fix it if you can. Remember, most customers will say nothing and just go away. Consider when a customer does make a suggestion or complaint, there are dozens of other customers that saw and thought the same thing, just didn't say anything. Responding in a constructive way and addressing the issue will generate revenue from those customers who never had a problem.

Satisfied customers? That's a great goal, but turning your customers into FANS will really take your business to a new level. It is interesting how we have a favorite restaurant, favorite store, favorite sports team, etc. We as consumers take an "ownership" in the establishments we like. We tell our friends, we take a pride in the fact that we have selected and identified these businesses and tell our friends and family.



THE IMPORTANCE OF PREVENTIVE MAINTENANCE



"Up time" of a car wash and car wash equipment plays a key role in acquiring and keeping customers as well as minimizing expenses. Regular Preventive Maintenance (PM) plays a key role in the up time of any self serve, automatic or tunnel car wash and ancillary equipment; water softener, reverse osmosis system and compressors to name a few. We are sure you agree that if any one of these items fail, the quality of the wash is greatly impacted. It is just as important to be proactive in maintaining car wash equipment as it is to make sure you have ordered enough chemicals to clean cars.

By performing regular manufacturer suggested preventive maintenance (weekly, monthly, quarterly, yearly) on your equipment you can, in most cases, prevent a costly and time consuming repair. PM's can detect potential major issues with equipment before they become "major" and address normal day to day wear & tear issues. For instance, if you find a pump seal leaking during a PM and make the necessary repairs there and then, you may have prevented having to replace an entire

pump head or deal with a seized pump. By the way, important to note that you should use CAT oil in CAT pumps, General oil in General pumps and Hypro oil in Hypro pumps. Many of these high pressure pumps carry 3-5 year warranties. The very first thing the manufacturer is going to do is check to see that the approved oil was use. If not, no warranty. Plain and simple. Sure, 30 W non-detergent oil will work, but the specific oils recommended by the respective manufacturers is unique in that they will mix with water. When a seal fails the water will co-mingle with the oil. The oil turns white, still providing lubrication, other oil will be displaced by the water and obviously impede the ability to lubricate. Always check for "milky" oil on a PM, a seal kit sure beat the price of a \$3,000+ new pump! There is a big difference in cost and time to replace a seal versus replacing an entire head.

There are many items that need to be checked on a PM and they differ with each type of equipment. It is always best to check your equipment manufacturer's recommended maintenance for proper equipment guidelines and time intervals. Give us a call, we have many PM sheets for many brands of equipment that we would be happy to share with you. You may also choose to have AutoAuto Wash perform regular PM's for you.

Bottom-line, the better ongoing care you provide to your machine, the longer it will last, the less it will cost for parts and maintenance. Keep copious records on the PMs provided. If your exit strategy is to sell the wash someday, surely the wash owner that can show the prospective buyer PM records will be a more attractive purchase.

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