

VEHICLE WASH NEWS FROM AUTOAUTO WASH

WELCOME TO OUR JUNE NEWSLETTER!

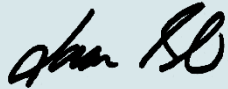
Welcome to this issue of AutoAuto Wash News; a periodic newsletter designed specifically for the car wash owner and operator. Our goal is to provide you with timely information that can save you money and help increase your business. If you ever have any suggestions, please give us a call and we'll do our best to address your concerns. We view the relationship as a partnership. Our success can only be measured by your success.

Within this newsletter, it is our intent to HIGHLIGHT/SHOWCASE a specific product or manufacturer in each edition. In this edition our product showcase is the Macneil Mini Tunnel. At the latest trade show in Vegas, we saw several manufacturers of equipment promoting "mini-Tunnels" that will fit within a 35' bay and process up to 50 cars an hour! MacNeil has done an excellent job in this arena, as they have in full equipment tunnels.

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



PRODUCT SPOTLIGHT - MACNEIL IN-BAY EXPRESS WASH

If you've got 35 feet or more, and an under-performing wash bay, then you've got what you need to convert to a profit-producing, affordable mini tunnel. MacNeil's complete In-bay Express Wash Conversion system packages together all the industry-leading MacNeil components you need, and optimizes them for the smallest footprint. You won't find a system this small that performs this well!

- Out-of-the-box conversion requires as little as 35' of bay space
- Triple your volume to as high as 50+ cars per hour
- Go head to head with express tunnels in your market
- Pump up the profits with Wheel Cleaning and Tire Dressing Add-ons
- Cut installation costs with minimal downtime and little or no site changes
- Save even more through reduced water and chemical consumption
- Built to last on MacNeil's rugged, industry-leading conveyor

**PROFIT
 IN 35 EASY FEET**



Express Wash is made up of the best parts:

1. RG-440 Conveyor
2. Wrap-around Top Brush Combo RS-680
3. RS-400 Side Washer
4. Tech 21 Dryer
5. Power Locks
6. Wheel Boss
7. Gloss Boss
8. Magnum Wheel Blaster



Longer equipment life and a gentle, superior clean



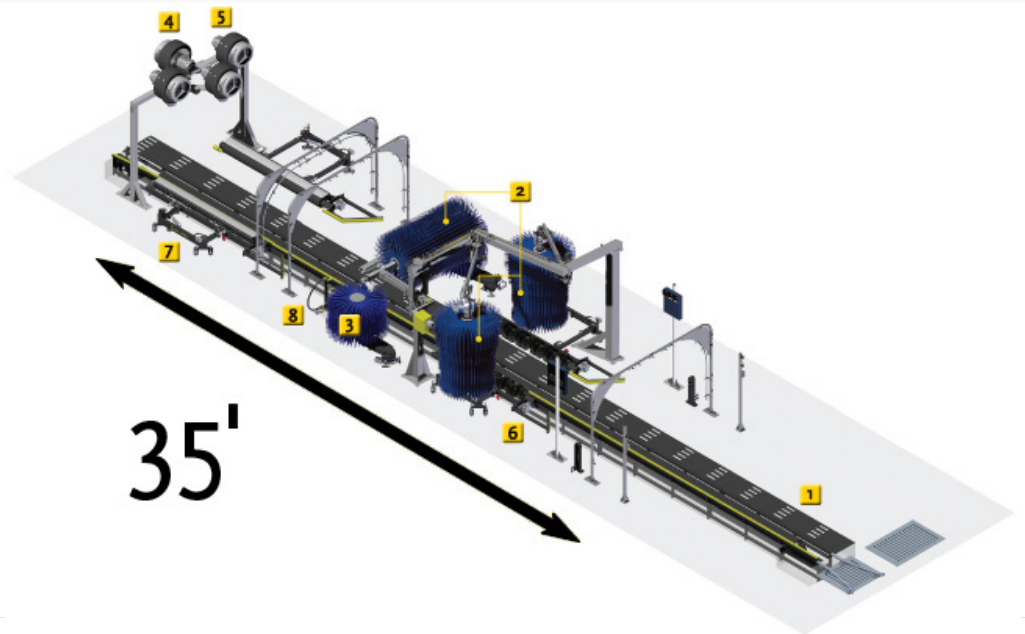
Highest conveyor speeds



Top-quality engineering and automation reduces labor and maintenance and boosts profits



Environmentally sensitive designs reduce water, chemical and electricity consumption



ENHANCE YOUR CUSTOMERS EXPERIENCE



There is a lot of talk these days about “enhancing the total customer experience”. Working to deliver a positive customer experience makes absolute sense for any service industry, ours included. Obvious enhancements to the core service of car washing might include: friendly attendants wearing shirts with the logo of your carwash, fresh paint on the building, and attractive landscaping. None of these actually make the cars come out any cleaner ... at least not directly. But your customer’s perception of the service they get when they visit your wash is influenced by the care you give to everything around the core service.

Some outstanding carwash operators take this concept much further than the surface aesthetics we’ve listed so far. They do this by purposely making deep and lasting connections with their customers. Using a great wash I know of as a case study, here are a few things this wash does to forge real connections with its customers.

Connect to the Owners — People like to do business with people they like, and it is always good to put a friendly face on a business. The two partners at this par-

ticular wash do this by featuring a photograph of them on all the literature for the wash. Not just any photo, this one was taken years ago at their high school prom. It shows two guys in tuxes and the pastel ruffled shirts of the '70s — not good fashion, but a lasting image of childhood friends who grew up to own a carwash together. The subtext is that these guys have been friends forever. They like each other, and you will like doing business with them too.

Connect to the Community — The wash in question is a busy full service tunnel wash that also pumps gas and has an upscale gift shop on site. Long ago, the two owners decided to deal in off-brand gasoline instead of offering one of the juggernaut brands. They use the resulting economies to deliver savings to their customers, and they also donate a portion of the profits to local schools in the community. A running tally is prominently displayed to show how much money has been donated to date, and it is an impressive number. Customers feel good every time they gas up. Some drive out of their way to purchase gas, and once they are on site ... well, they might as well get the car washed too.

Connect to Culture (Really!) — In the gift shop at this wash, there are many of the items you’d expect to see: car accessories, birthday cards, and photo frames. In this particular shop though, there are also ... books. And these books aren’t just a collection of current bestsellers. They are a wide-ranging selection handpicked by the owners to recommend to their customers. The books reveal something about the owners’ eclectic interests, and by doing so, another connection is made with their customers.

Connections like these can really “enhance the total customer experience”. By developing real ties, your customers become loyal fans who will actively promote your wash to their friends and neighbors.



IS TRIPLE FOAM RIGHT FOR YOU?

If a wash owner expects customers to pay \$8-\$10 for a car-wash, the site better offer clients something special. When tri-foam was introduced, the main purpose was to provide a unique experience for the customer. Today, however, there are many tri-foams on the market that offer various advantages and provide more than just a show.

Tri-foam types

1. The conditioner/cleaner
2. The clear coat polish
3. Conditioner/cleaner plus tri-foam with additives
4. Winter formula tri-foam

What to choose?

The rule of thumb is to use the cleaner-based triple foam toward the beginning of the wash process and to use the wax-based triple foam toward the end of the wash.

Touch-free automatic:

By applying the conditioner/cleaner or the conditioner/cleaner-plus directly on top of the presoak, the presoak (with the help of the triple foam) can continue cleaning. As the speed in washes has become so important, the dwell time is critical in allowing the presoak to do its work. This also aides in removal of the added foam because the triple foam would be followed by at least three more high-pressure passes. A second option in the touch-less wash is using the clear coat polish tri-foam which works best when an added layer of clear coat protection is desired. This triple foam should be added after the high-pressure rinse cycle and before the high-pressure wax cycle.

Cloth washes (rollover or conveyors): Because every cloth wash has different needs, there is not one answer for all. The question owners need to ask is what area of the process does not make them 100 percent happy?

Answer A: If it is the cleaning process, the conditioner/cleaner or the conditioner/cleaner-plus would be the best triple foam to use. This should be used after the presoak and before the wraps. This product will also add lubricity to the wraps.

Answer B: If it is the drying process, the clear coat polish should be used after the last wrap but before a rinse arch and before the wax application.

A good question:

Many operators wonder what is the best way to use triple foam in their automatic wash. The following cycles will provide the best results in a touch-free automatic wash:

1. Wheel wash / Side Blaster (high pressure).
2. Low pH presoak (low pressure).
3. High pH presoak (low pressure).
4. Tri-foam (conditioner/cleaner or conditioner/cleaner-plus).
5. High-pressure rinse.
6. High (or low) pressure wax/clear coat protectant.
7. Spot-free rinse: Going directly into the spot-free cycle from the wax cycle (without a rinse) is effective for several reasons:
 - Owners don't waste wax by rinsing it down the drain with high-pressure;
 - The drying agent properties in the wax/clear coat are much more effective when rinsed only by spot-free water, thus, producing a dryer car;
 - The time of one pass is saved, which means the wash can do 14 percent more vehicles on those busy days; and
 - Owners save on utilities by eliminating a high-pressure pass of water.

By following these steps owners allow for the best use of the chemical technology available.

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