

VEHICLE WASH NEWS FROM AUTOAUTO WASH

Welcome

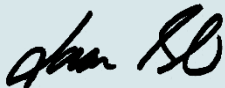
Welcome to the AutoAuto Wash periodic newsletter. We hope over time you glean ideas and suggestion that will help you become more effective, efficient and profitable in your vehicle wash endeavors!

We don't pretend to have all the answers, but we do employ individuals that have many years and experience in the industry as operators, manufacturers and distributors. Since our beginning in 1999, we have been able to visit, and work with 100s of operators in multiple states, capturing ideas and techniques that others are using and can share these in turn with you.

Pick our brains! Everyone knows we aren't getting any younger and brain cells are dying off everyday! Give us a call...

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

Now is the Time To Deliver the Best Product for your Customers

In these tough economic times, money is tight, and car wash owners are, understandably, looking for every way to save money. It is a buyers' market in most every industry including the vehicle wash industry...stand out from the competition by delivering the best product for the best value.

Here is some valuable advice: CHEAPER CHEMICALS AREN'T ALWAYS BETTER! If you have already changed to a "cheaper" presoak in your Automatic, you may think you are saving money, but you may also be losing your customers. This isn't happening just because the economy is struggling and gas prices are high (though you may be telling yourself that is the only reason). You may be losing customers because you have lowered your quality. Your loyal customers will notice the change and the presoak isn't cleaning like it used to. They will be inclined to look elsewhere for a better deal and a better quality wash. Would you notice if your favorite restaurant changed your favorite meal to a low quality alternative? You bet, and you might not complain and just go somewhere else to find a restaurant that is giving you your money's worth.

If your presoak isn't producing a clean, shiny car, this is the time to change to a higher quality presoak and let your customers know you care about their business and will reward their loyalty.

Your detergent is only a small percentage of your total wash's cost, but it leaves the most lasting impression with your customers. Make sure your Automatic wash produce a clean, dry and shiny car that you can be proud of.

To save money, look to other areas that do not directly impact the customer's car:

- Is your water being used as efficiently as possible?
- Are you storing and reusing your spot free reject waste water?
- Is your lighting in need of an upgrade to lower energy, high output lighting or motion sensor lighting?
- Are you turning your hot water down during the hot weather months?

These are just a few ways to save money without impacting the quality of your wash.

Ryko, Mark VII, Belanger Karcher Owners

ATTENTION ALL RYKO, MARK VII, BELANGER KARCHER OWNERS!

AutoAuto Wash has been a PDQ equipment Distributor / Service Center for 6 years now. What you may or may not know is that AAW can also work on other equipment brand lines. Prior to being a PDQ Distributor, we were a Mark VII Distributor. We currently service customers with Mark VII, Ryko, Belanger, and Karcher automatic washes. We also service tunnel lines such as MacNeil, Sonny's & Belanger and work on all different types of self serve equipment. AutoAuto Wash is also an authorized MacNeil distributor. We carry most parts that are needed to service all the above product lines on our service vehicles and in our warehouses located in Denver, Grand Junction and Albuquerque. What we don't carry we have direct access to and in most cases can have the part in a day or two. All of our service technicians are crossed trained on most product lines and have a solid understanding of car wash equipment, procedures. What about doors, heater, air compressors, vending machines, and vacs you ask? We have you covered there as well.



Call us today and let us prove our capacities to you!

Product Spotlight

PDQ Laserwash 360



The newest Laser-Wash® in-bay automatic car wash raises the standard for touchless car wash equipment. With Revenue Enhancement and Total Cost of Ownership improvements being the main focus, this vehicle wash system delivers the industry's best Return on Investment. Smart 360™ Technology enables the car wash system to be

responsive to the dynamic conditions in the wash bay and allows it to "think for itself", increasing up-time and optimizing the wash process.

Substantially faster wash speeds lead to increases in vehicle throughput and shorter lines that will make your customers happy. Simplified machine design and lower energy and utility usages reduce operating costs leading to a more profitable car wash operation.

Benefits:

- Increased Revenue
- Return on Investment
- Lower Cost of Ownership

Our Partners



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