

VEHICLE WASH NEWS FROM AUTOAUTO WASH

WELCOME TO OUR MAY 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.

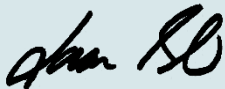
The timing of this newsletter is being distributed just after the annual Car Wash show in Vegas. It is always interesting to stand back and identify "trending" in our industry.

- One obvious trend is in the chemical vertical. Seems as if everyone is jumping on the concentrate bandwagon. We saw new products from most every 'drum product' manufacturer. The concept of shipping water is a thing of the past. Less is more. Blendco Systems has been doing this for over 24 years, in fact they are innovators holding multiple patents within this process and delivery.
- 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.

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 PDQ ProTouch ICON. A new three-brush gantry-style system that offers innovative approaches to a friction machine.

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 - PROTOUCH ICON



The ProTouch ICON is a new three-brush gantry-style system that offers superior aesthetics, a larger wash envelope, next generation brush control precision, amazing illumination packages and revenue generating features that are synonymous with all PDQ car wash equipment. The ProTouch ICON was engineered to deliver incredible cleaning results using several "industry first" innovations that are unsurpassed by any other friction rollover on the market today.

The ProTouch ICON delivers additional cleaning and safety improvements through the use of superior electronic torque control and enhanced machine positioning recognition capabilities that allow the ICON to provide a superior cleaning scenario for all vehicle types and configurations.

Key Features

- ProGlow Illumination Effect System
- ProFlow Pressurized Fluid System
- ProFlow High Pressure Pump Station
- ProLoad Vehicle Loading System
- Touch/Touchless Bi-Directional Wheel Scrubs
- Swing Air Oscillating Drying System
- Fully Retracting Brushes
- More Services - 3X Foam, Super Sealant, Rain Rinse Arch, Bug Prep
- E-Chain Utility Routing
- Built-in Web Interface for Updating, Reporting & Monitoring



H₂O hhhh! - WATER WASTE

One of the most significant expenses of operating any car wash, whether you own a self serve, automatic or tunnel car wash, is water. There are several key things that an operator can do to minimize water waste.

For tunnels, reclaim systems can offer a significant impact to water usage. Reclaimed water can be used on high pressure rinse application as well as brush lube water. Followed by a final fresh water and spot free rinse, your customers will never know the difference between fresh and reclaimed water. The results will be the same. Having said that, it is imperative that the reclaim system is maintained to ensure odors and water coloration is minimized. If odor becomes a problem, your customers will definitely know the difference between a wash with a reclaim and without a reclaim.

Conserving water in a self serve application can be done by turning off the weep system in the summer and reducing the water flow in the winter. The concept of a weep system is "moving water will not freeze". Even a steady drip will prevent freezing. You may also want to look into an air or anti freeze injection system instead of a water weep system. The same would apply to an automatic in-bay car wash with regard to the weep system. In some cases it may be possible to capture the water used for weep in self serves and automatics and re-purpose that water for a rinse application. Another way to maximize your water usage is

to capture the reject water from you spot free unit. Most spot units discard as much as 2 gallon a minute in order to make spot free water. In a busy wash setting that could be a tremendous amount of water and savings. By capturing that reject water and repurposing it either in the self serves or automatics, you should reduce significant cost. Don't forget to pat yourself on the back and feel good about the fact that you are doing more than your part in conserving our precious nature resources! Make sure you let your customers know that your site has taken several measures to conserve water. This coupled with utilizing "green" environmentally responsible chemicals at your wash will attract a segment of customers that support retail establishments that are responsible.

Today's customer is more focused than ever on the environment. Unfortunately, only 40% of consumers know that professional car washing is better for the environment. However, 53% of consumers prefer to buy from businesses with a green reputation and 80% are concerned about the environment. Augment your marketing materials to deliver this message to current and potential customers.

AutoAuto Wash has designed and executed several of these "custom" solutions for retail and commercial washes. For these and other ideas on how to minimize water waste please contact us for a site evaluation and/or estimate.



IF YOU IGNORE ME, I WILL IGNORE YOU



Here are some tips for maintaining me:

1. Remember that all chemicals are different viscosities (thicknesses) so you cannot rely on the tip color and its corresponding noted ratio. Did you know this ratio only refers to the ratio using a water thin product? Concentrates are MUCH thicker than water and will not be used at an 80:1 ratio with a tip that says 80:1. To determine usage you will have to learn to flow test your chemical.

2. A way to determine whether your Hydrominder is functioning at peak performance is to perform a test. Use a stop watch and run the line wide open for one Hydrominder for one minute then measure the volume change in the tank. Then, with a helper, do the same but open up 3 Hydrominders at the same time. If your volume change from the second test differs dramatically from the first test – with only one Hydrominder functioning – you could have a

problem with water flow. As a rule of thumb if your fill falls below 2 gallons a minute, you could be weakening your chemicals at peak usage times. Adding a booster pump off of a holding tank should resolve this problem.

3. Take an occasional look to make sure chemical dilution tips, water flow and float systems are intact and operational.

4. Check incoming screen/filter for debris at least once a year. Note: With new construction, you should check a few days after you have been running. I found a nail in one before. Very Important!

5. Keep me clean, because if I do ever break down, you are less likely to get chemicals all over you. I would recommend an annual cleaning of the container, removing bugs, dirt and anything else dropped in there during a repair.

6. Change incoming chemical lines at least once a year.

7. Change hose barb where tips are inserted at least once a year.

8. Inspect tips at least once a quarter and track what tips are used for each application. If an employee or manager changes a tip to "improve" something, you need to be aware that this could add up to severe performance issues or overuse.

9. Keep a spare Hydrominder, diaphragms and a repair kit on hand, so you can easily replace or repair.

10. Know which size Hydrominder you use. Do you know that there are many different sizes of Hydrominders with different flows?

These are just a few pointers that can make your operation run a little smoother.

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