



PROFESSIONAL. PROUD.

Conveyor Car Washes- Today and Tomorrow

Panelists:
Bruce Arnett
Mark Curtis
Ralph Nasca
Robert Picard
Moderated by: Frank Lash


PLEASE SILENCE ALL CELL PHONES AND PAGERS AT THIS TIME. THANK YOU.



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Audience questions and input are welcome throughout this interactive discussion!

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Bruce Arnett

- Extensive experience outside the car wash industry including Marine Corp. in Viet Nam, IBM field Engineer, Computer leasing firm, Capital leasing firm, and RV marketing
- Started Carnetts in 1987
- 15 full service and flex service locations
- Six are currently being developed
- Most future sites will be Mega Plex sites offering full service, detail, oil, emissions, whole car polishers, full express, and a gas partner with some
- This year we will Franchise in other states

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Mark Curtis

- 27 years in the carwash business
- Currently operating 20 locations in Connecticut and New York, which include full service, flex serve, exterior express, self serve, express & full detail & oil lube
- Former president of the Connecticut Carwash Association
- Current board member of the ICA

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Ralph Nasca

- Entered car wash business at 14 years-old
- Managed an exterior car wash for four years
- Owned and operated a full service car wash for six years,
- For last 24 years has been involved in the development of over 200 conveyor car washes

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Robert Picard

- 13 years experience in the car wash industry
- Previously a sales manager for a equipment manufacturer working
- International, domestic and major accounts
- Currently VP of Sales for CompuWash

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Frank Lash

- 1986 Opened first full service car wash in
- 1996 purchased a five-bay, self-serve with one touch-free automatic
- 1999 existing tunnel operation was outfitted with a flex-serve offering exterior, interior and express detail services
- 2004 opened a free-standing, tandem touch-free automatic
- 2007 The original location was converted to a flex-serve offering exterior, interior and express detail services

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Two Primary Forms of Challenges and Opportunities

- Challenges and opportunities that can be addressed by the individual operator
- Challenges and Opportunities presented by the external environment

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The Primary Challenges and Opportunities That Can Be Addressed by the Individual Operator

- Providing quality service
- Marketing
- Technology
- Growing competition

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Customer Service -Back to Basics

- CLEAN CARS FAST!
- Fast and friendly service
- Provide value
- Empower and train employees to make decisions that will benefit the customer experience
- Maintain locations
- Invest in technology that will fit the customer needs

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Marketing

- Keep it fresh!
- Getting the word out to customers – operators can't afford to NOT invest in marketing
- Community Outreach
- Good customer experience is best marketing method
 - Keeps customers coming back
 - Word of Mouth Marketing

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Technology

- Provide user friend technology that meets the needs of the customers
- Continuously improving technology allows the operator to:
 - Market to the customer at their locations
 - Learn more about customers
 - Offer new services and convenience
 - Manage utility costs
 - Change the way they staff their locations

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Competition

- Need to "out do" the competition with speed, customer service, quality of wash and overall experience
- Competition is growing from various sources
 - Big Box, Grocery, Gas/ C-Store
- Customers are the operators to lose, not the competitions to gain

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Challenges and Opportunities Presented by the External Environment

- Water
- Weather
- Employee Relations
- Economy
- General Uncertainties

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"Green"

- Waste water disposal
- Use of utilities
- Changes in chemical laws

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Weather

- More severe weather events
- Changing weather patterns
- Drought / excessive precipitation / tornados
- Long-term odd patterns

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Employee Relations

- Legislature in 46 states adopted 244 immigration-related measures in 2007 (January USA Today)
- Cost and availability of labor
- Employee Expectations

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Economy

- \$3+ gas
- Talk of Recession
- Mortgage crisis / financial institution instability and tightening of credit
- Less disposable income

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General Uncertainty

- Election – Leadership – Direction
- War
- Terrorism

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Questions?

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