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As I look around today, I’m more excited than ever about the future for our industry. Having grown up in the car wash business, I’ve seen more changes in the past few years than ever before. I see new business models, new operators coming into the business, and a new fresh approach to the business. What does all this add up to? Some of the highest growth I can remember, and tremendous opportunities ahead.

Today’s car washes are vastly different from the car washes of yesterday. The buildings are beautiful. The landscaping is lush. The tunnels are a kaleidoscope of colors and lights. In short, the car wash is not only a place to get the car cleaned - it’s an experience! Today’s washes are not just delivering a clean, dry shiny car; they are focused on creating an exceptional customer experience. Part of what makes this so much fun is the demand these changes have placed on us to step up our game. Within the last year, we’ve made several changes and improvements to meet the needs of our clients.

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Our CarWash Controls team has built a new POS system, based on the latest technology, to provide a product which contains the promotional and management tools required for multi-site operations.

Our CarWash College team has launched a new multi-site management class and increased the number of all classes to meet the growing needs of our clients.

Our CarWash Equipment team is releasing eight new equipment innovations this year, with work already started on even more to help you maintain a competitive advantage in your markets.

I’m honored by the trust the industry has placed in our company by making us the largest in the world at what we do. And the question I ask myself every single day is “what else can SONNY’S do to support our client's growth?” With so much opportunity and so many options, I’m excited to be a part of creating the innovations in education, software, and equipment to help push our industry forward. Step up your expectations and let us help you capitalize on your opportunity.

Paul Fazio, CEO
SONNY’S Enterprises, Inc.
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3. Financial Strength & Security
SONNY’S is family owned and operated with zero debt. Dun and Bradstreet have repeatedly given us their strongest financial rating, confirming that we’ll be here to support you for generations to come.

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5. Hands-On Training
SONNY’S CarWash College offers the industry’s only on going hands-on training, to plan, manage, and grow your business. We deliver the classes that teach you how to manage your wash, maintain your equipment properly, and make any necessary repairs.
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SONNY’S CarWash Controls delivers efficiency and profitability across all your locations. Detailed dashboard reporting allows you to access information about your wash anytime, anywhere to make real-time cost saving and revenue generating decisions.

SONNY’S CAD Team has designed more car washes than anyone in the world, and applies that knowledge to maximize your property’s revenue potential. Each tunnel system includes over 50 pages of site-specific drawings to reduce costly construction problems and delays.

SONNY’S equipment designs utilize open architecture – no proprietary parts. Our durable frames carry the industry’s only Lifetime Warranty, and our equipment pricing is published on the web and in our catalog so you can buy with confidence.

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**Do you have actual operational experience? LIKE SONNY’S?**
It’s true, we began as tunnel operators back in 1949 and then got into manufacturing and distribution. Unlike other manufacturers that have washes strictly as test sites, we have true multiple location operations experience dating back over 60 years.

**Do you publish all pricing so I know exactly what I will pay? LIKE SONNY’S?**
It’s true, we believe that our equipment offers the best value in the industry and publish the pricing on everything we sell. SONNY’S doesn’t quote a “System” that can unexpectedly increase in price as you modify your original plan. When you need to make changes, SONNY’S published pricing means you always know what you are getting and that it is priced fairly.

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**During Development**

**GoDirect ADVANTAGE**

Going Direct with SONNY’S means more than getting great service – it means getting a partner with 60 years of experience building successful car washes. Before you buy car wash equipment from any supplier, make sure you ask these questions:

**Do you provide site specific drawings for my project for FREE? LIKE SONNY’S?**
It’s true, to save you time and money, SONNY’S will produce as many as 45 pages of detailed site-specific mechanical drawings that can be incorporated into your architect’s full drawing set. These drawings include concrete conveyor plans, all plumbing (hot and cold fresh, reclaim water, and pneumatics) and car wash electrical drawings.

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**GoDirect ASSURANCE**

Going Direct with SONNY’S means more than getting expert advice – it means having the largest supplier of conveyorized equipment, parts, and supplies in the U.S. standing behind you – 24 hours a day – 7 days a week. Before you buy car wash equipment from any supplier, make sure you ask these questions:

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It’s true, SONNY’S posts the cell phone numbers of experienced operators at our company, on-line. They’re on-call 24/7 to help guide you through any emergency that happens at your car wash.

**Do you have a 24/7 Emergency Replacement Parts Program? LIKE SONNY’S?**
It’s true, SONNY’S inventories over 12,000 car wash products including nearly every replaceable item for our equipment, ready for same day shipment.

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It’s true, if a vital SONNY’S manufactured component at your wash fails, or you believe it may fail, we will ship you a replacement. Simply put yours in the crate you receive and send it back for diagnostics and repair. If it’s still under warranty the repair is FREE.
SONNY’S delivers thousands of site-specific drawings for Express-Exterior, Flex-Serve, Full-Serve, and Fleet car wash projects every year. Site plans are provided Free with any SONNY’S tunnel system purchase; one of 32 promises under our Go-Direct Program.

Learn more at [www.SonnysDirect.com](http://www.SonnysDirect.com) to find out how SONNY’S can make car washing easy for you.
Mini-Tunnels

By Anthony Analetto, President, SONNY’S The CarWash Factory

Mini-tunnels, while certainly not new, are suddenly a main topic of conversation in car washing. In preparing for this article I decided to search for “products introduced before their time.” After reading that the first fax process was patented 121 years before it went into service and that it took over 15 years for compact discs to catch on after their introduction, I suppose it’s reasonable that something not exactly new appears new after being introduced years earlier. The question is why? What’s changed in the marketplace that’s fueling the popularity of mini-tunnels? What’s different about the technology behind today’s mini-tunnels that makes them so exciting? Let’s take a look.

Changing Customers

Last week our office was closed in recognition of Independence Day. In a hurry to pick up a couple of items for a cookout, I stopped at the first grocery store on the way home, a store that I had never shopped in before. Never crossing my mind that they might be closed for the holiday, I parked, went up to the front door, and was shocked to find it locked. No problem. I hopped in the car and went to the store I normally shop at 1/4 mile up the road. Part of me applauded the stores decision to close in honor of the holiday. Part of me was annoyed that I lost the precious time I was hoping to make up by stopping. Another part of me was thinking how amazing it was that I made a decision to abandon my preferred grocery store without even thinking about it in an effort to save less than 5 minutes. Have you ever tried a competitive grocery, pharmacy, or any other business to save time or money? Of course you have. So have your customers.

The primary interest in mini-tunnels is coming from operators with high-volume in-bay automatics at either petroleum or self-serve locations. Although friction in-bay automatics available today can produce a quality wash faster than ever before, the inherent need to make multiple passes over a vehicle will always restrict their throughput. Being attacked from multiple sides, many previously strong in-bay sites have seen wash volumes drop in recent years. For some, express-exterior tunnels have entered their market, siphoning from their business. Others have seen a greater tendency for customers to drive off rather than wait for a wash with even a moderate line. The double edged sword is that profits from those in-bay automatics have become more critical as petroleum operators have watched both gas and c-store margins tighten, and self-serve washes in many markets have seen a dip in popularity for customers to pick up a wand. Throughput has always been an inherent problem for customers to drive off rather than wait for a wash with even a moderate line. The double edged sword is that profits from those in-bay automatics have become more critical as petroleum operators have watched both gas and c-store margins tighten, and self-serve washes in many markets have seen a dip in popularity for customers to pick up a wand. Throughput has always been an inherent problem with an in-bay automatic. At an already proven in-bay automatic location, it’s no surprise they’re looking to reload with a mini-tunnel able to process a sustained 40-50 cars per hour with every extra service available. What’s interesting is the number of both new investors and regional chains looking at mini-tunnels for free-standing car wash locations.

It’s hard enough to find a piece of land with good visibility, easy access, and a strong daily car count, with limited competition, at an affordable price. Throw in the fact that it has to be large enough to accommodate a 100 to 160 foot tunnel with 20 or more free vacuum lanes and the universe of available properties dwindles further. While
researching properties, I often find myself thinking “I wonder if...” Sometimes I’ll see a nice property in a smaller market and I’ll be enticed by a reasonable asking price; only to decide that the daily traffic count isn’t high enough to support the volume needed to make the numbers work for a full-sized express-exterior tunnel. Once you shrink the building requirement to 35 feet however, suddenly, everywhere you look you can see a potential car wash property. Closed gas stations, vacant drugstores, small lots on good streets off the main thoroughfare, even re-use of an existing building all become possibilities.

This of course brings us to another debate. Should a car wash be built to process the peak anticipated volume, or built to average daily volume for a particular site. There’s a popular phrase I’ve heard said by more than one car wash veteran – “you’ve got to make hay when the sun shines.” Having sat by and watched weeks of prolonged bad weather threaten my business on several occasions, I’ve always been a fan of building to process the peak anticipated volume. Knowing I could process every car that came my way once the weather turned always provided the peace of mind that I could make up for days of bad weather in a single sunny day. Building to peak anticipated volume is a form of insurance policy. Today’s mini-tunnels, able to deliver a product on par with the largest tunnel, albeit at a slower chain speed, raise some interesting questions. How much insurance in the form of excess capacity does a car wash location truly need? Does it change in different climates? In an evolving economy where customers will change purchasing decisions to shave minutes from their day, how close is too close to build next to a strong competitor? As a regional brand, is it better to build multiple small locations nearer to one another or large locations spread apart more? We’ll start to understand this better as more locations are built, but for now, it helps explain why there’s so much talk about mini-tunnels.

**Changing Equipment**

As I said in the opening of this article, mini-tunnels are not new. They’ve been installed at both gas stations and self-serve washes for at least 20 years that I can remember. Although normally attended, a practice I still firmly believe in, I can recall seeing unattended tunnels with a gated entry in operation more than 15 years ago. So what exactly is new? The answer is that nearly everything is new.

Before I get to wash performance, I want to dismiss an old stereotype regarding gas station mini-tunnels. In years past, mini-tunnels at gas stations were predominantly installed and operated by the oil companies. Offered at that time as a freebie with a fill-up, these tunnels rarely delivered a wash quality on par with the professional car washes at that time, mainly full-serves. Equipment, in general, didn’t perform like it does today and most washes relied heavily on labor. Poor equipment maintenance and ineffective labor management from large corporate entities translated to a bad customer experience. Fast forward to today and the story is very different. Many petroleum retailers of today considering mini-tunnels are savvy independent operators looking to build a profitable business. Focused on customer experience and faced with dwindling profit from gas and c-store operations, car washing doesn’t represent a side business, but a key profit center. Armed with equipment that can deliver an absolutely clean, dry, shiny car with no prepping, this group represents serious competition. Speaking of equipment, let’s examine what makes it so different.

First are the wrap-around washers. Able to clean front, back, and side surfaces, this technology was absent from past mini-tunnels. Combined with high-performance top brushes able to detect and retract automatically when required, these tunnels provide effective cleaning of all surfaces at slow chain speeds. Add in high-pressure components, and wash material advancements that clean more effectively and safely than ever before and you start to appreciate the true difference of today’s mini-tunnel washes. Throw in chemistry that is light-years ahead of what was available just a few years ago, and top it off with video pay stations and control systems that can identify repeat customers and manage loyalty programs, and you have a formidable business in 35 feet.

In many ways the original mini-tunnels were a product introduced before their time. I have no doubt, however, that they’ll be altering the way cars are washed for years to come.

Good luck and good washing,

Anthony Analetto

*Bio: Washing cars for over 30 years, Anthony Analetto serves as a President of SONNY’S The CarWash Factory, creator of the Original Xtreme-Xpress Mini-Tunnel, and the largest manufacturer of conveyorized car wash equipment, parts, and supplies in the world. He can be reached at Aanaletto@Sonny'sDirect.com or at 800-327-8723 ext 104*
Drive through Moore, Oklahoma and it would be hard to miss the neon sign towering over Interstate 35 proclaiming “Moore Clean Cars Fast!” Walk on the property and you’ll find bustling traffic and a friendly staff galvanized behind owner-operator Scott Bowen’s vision of “Crazy Clean, Crazy Fast, Crazy Good!” Look at the signage or listen to the internally broadcast radio station cross-selling the various profit centers and you might come to the conclusion that Scott is a marketing guru who just entered the car wash industry. Talk to Scott for a few minutes however, and you’ll quickly realize he’s a car wash veteran that’s about as seasoned as they come.

Having sold his two car washes, a full-serve and a 6-bay self-serve, Scott entertained retiring before coming across an 8-bay self-serve with two touch-free automatics for sale near his home. While running the full-serve he became interested in the express-exterior wash model as a solution to his labor headaches. The potential he saw at this older self-serve was to convert four of the bays along with some underutilized real-estate into a 135 ft express tunnel, while preserving the two automatics and four bays. One year after the conversion, he’s logged 130K washes on the tunnel, and annual self-serve vends have actually grown 13% from half the space. So what’s the secret of his success? I’ll let Scott tell you. Here are some excerpts from a recent conversation.

**Analetto:** Why did you decide to sell your full-serve wash and consider leaving the industry?

**Bowen:** It’s a unique location.

**Analetto:** What attracted you to this new project and back into the industry?

**Bowen:** With very minimal effort, the next thing I knew, I was being solicited by a buyer interested in both of my locations. I jumped at the opportunity to be free. I don’t think you can be in the industry and not moan some now and then about labor issues.
Paul Morton, the first owner, built the wash in 1999 - 2000. He had real “out of the box” vision and invested in the best equipment available at the time. Back then, this area was mainly an agricultural community and I’ve been told that this was the first wash in Oklahoma where building costs exceeded $1,000,000. There was nothing but alfalfa fields around here at that time, and many thought Paul was nuts. Actually, he had them.

He built an 8/2 (8 self-serve bays and 2 touch-free automatics), one of the first washes of that type, and turned a decent profit for 6 years. So you may say that a “maturing” of the surrounding community was necessary to catch up with their new “cutting edge” car wash facility.

Decent operation of the facility and natural growth took place over the next several years. Lots of residential and some major retail moved in the area. So when I purchased this location in 2006, it was still “successful” by an 8/2 standards. However, the area’s market was being underserved and the property’s potential was starved by the current service offering.

Analetto: Did you buy the 8/2 intending to add an express-exterior tunnel?

Bowen: Yes and no. I had been paying great attention to the developing express-exterior market but couldn’t see it working at my full-service location. That wash was built heavily on the personal touch of service and relationships. I knew the volumes that express-exteriors were experiencing in my area were slowly but radically changing the exposure to my existing customer base(s).

I’m no stranger to doing a site conversion. When I bought the full-serve, I had just moved to Oklahoma from California. At that time, I was new to the industry and thought I could convert the location, already 11 years old, into a hand wash like I was familiar with. We kept the blower and the rinse arch, re-opened as a hand wash, and then proceeded to add all the equipment back until we couldn’t fit any more. I may have had no idea what I was doing back then, but it was fun.

Six months passed, and in September of 2006 I purchased this 8/2, containing the benchmarks of a “B+, A-” location for an exterior express. The big questions were, how, what, and where to incorporate an exterior tunnel on this existing “successful” site. How hard do I swing???

Analetto: What kinds of improvements did you make to it and why did you decide to make them?

Bowen: Immediately, I invested in a complete face lift of all aesthetics of the existing operation. We acid washed the entire facility. All exterior plumbing, hoses, guns, wands and brushes were replaced using new and different colors. We decaled all vacuums and their face plates and added digital readouts and voice service confirmation with time, and amount deposited, to all in-bay face plates. We also added credit card payment options and air wand dryers to our self-serve bays. We changed the chemistry delivery to improve the perceived value to our customers with color, fragrance and show with every service selection. Last but not least, we put banners in every bay and signs all over our site and street side announcing that a change was coming…

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above the national average. The closest tunnel wash was over 5 miles away. If I could get over removing 4 of my 8 bays, I could fit in a 135ft tunnel with lots of stacking capacity and great exiting right onto the street. At first this was like swallowing a bowling ball, but once I got over wrestling that pig and choked it down, it made a lot more sense than any of my other alternatives. The self-serve market (or real estate) is only capable of generating a certain margin of profit per square foot, per minute. The express-exterior market has a much greater capacity and profit potential when comparing profit per minute, per square foot of real estate. But by choosing an existing site and doing a remodel, we were able to save a ton of time and money by skipping many of the elements required for new construction. It also let us market the new express wash to an existing satisfied customer base, while continuing to generate income the whole time.

**Analetto:** What has the result been? Was it what you were expecting?

**Bowen:** The synergy between the three types of washes available has been working very well for us. It seems as if someone is always washing their car or vacuuming on site regardless of conditions. Activity brings more activity which, more times than not, generates revenue.

Automatic volume went way down but it’s still a force. From 2007 to 2008, we lost 21,000 washes from the two automatics, not quite half the previous volume, but picked up 130,000 washes from the tunnel that we didn’t have before. What I didn’t expect was that our self-serve revenue has increased. The four bays are averaging over $3,000 per month per bay without vacuum revenue whereas before, we averaged $1,600 to $1,800 including the vacuums. I had no idea this would happen. I have a funny feeling that just being able to show the market the quality of our services across the property increases their loyalty to our entire business.

**Analetto:** What would you recommend to owners trying to stay ahead of the competition?

**Bowen:** Earn the loyalty of your customers. “Where there is no vision, the people perish”. Vision creates purpose, purpose creates passion, and passion empowers discipline to do the right things. It’s not so much to stay ahead of the competition, but rather to do what you do, and be the best at it.

Customers recognize when you’re working to be the best at what you do. I believe there are two major driving forces in business; one is profit and the other is service (where profit is hopefully a byproduct). Eventually, your customer will experience (knowingly or unknowingly) what is driving your business; service or profit. If your customer finds or suspects you are profit driven, I think that can be dangerous territory. If they realize you are service driven, then I believe you have a much greater opportunity to earn that customer’s loyalty. Once you’re truly service driven, all of a sudden your marketing slogans will work. We use “Cleaner, Faster, Shinier, FOR LESS” and “Crazy Clean! Crazy Fast! Crazy Good!” They’re not just tag lines, but mantras that are driven into our staff and even our site culture. It’s just Crazy!

Also, be sensitive to the shifts in your marketplace and your consumer’s buying habits. Try not to fight over market share and instead, look for blue ocean opportunity. Know precisely what services you provide as well as the services you don’t. Build on your strengths. Identify your weaknesses. And when you’re done with all of that, make sure you know the exact same information about your competition.

**Analetto:** What cost-effective solutions can older car washes use to compete with newer facilities?

**Bowen:** Ask your customers and employees. One great question I like to ask is “Would you ever consider washing your vehicle anywhere else?” The real question is “Why?” Huge territory can be captured there! I’ve also asked my employees what we can do to make us the best wash without spending a dime. There are NO wrong answers. It creates an interesting dynamic and thought process that wouldn’t otherwise be present when examining possible improvements. Other than that, image is everything. A customer’s perception is a customer’s reality. Every service business really sells an image or perception of who they are. Just make sure you deliver what you say you are going to deliver every single time, and competition becomes much less of a problem.

**Analetto:** If a new car wash were to open up down the street, what would you do to secure your customer base?

**Bowen:** If is that supposed to be funny? When I first got into the car wash industry 15 years ago “the word on the street” was that Wal-Mart and other big box stores were getting into the carwash industry. And they have. My full-serve was directly across the street from a Wal-Mart, and for 15 years I waited for them to build a wash. They never did, but the possibility sure made me a much better operator! To me, that’s the key. If you constantly and honestly search for any possible reason your customers might consider going somewhere else and work to eliminate the reasons you find, your business will be much more secure regardless of your competition.

I had a brand new wash open up less than a half mile away the same month we opened our Express tunnel. To be honest, I wouldn’t want to compete against me. You know how those car wash operators can be, but maybe that’s just me.

_Washing cars for over 30 years, Anthony Analetto serves as the President of SONNY’S The Car Wash Factory, creator of the BayWash i5 and G2 rollover in-bay automatics, Xtreme-Xpress Mini-Tunnel, and the largest manufacturer of conveyerized car wash equipment, parts, and supplies in the world. Anthony can be reached at 800-327-8723 x 104 or at AAnaletto@Sonny’sDirect.com_
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Overcoming Obstacles to Growing Revenue

By Anthony Analetto, President, SONNY’S The CarWash Factory

I recently saw a documentary highlighting what American fast-food companies did to “educate” customers in rural parts of China as they introduced drive-through franchises in those markets. Most interesting wasn’t the signage, staff training, or other simple mechanisms used to educate customers. What really stood out was management’s belief that success didn’t mean changing their business model, but finding the right way to communicate the advantages of change to a new customer.

Several recent conversations flashed in my head. All involved successful in-bay automatic car wash operators intrigued by the potential of a mini-tunnel conversion. Each conversation started with a review of traffic counts and site characteristics; transitioned into management considerations and proforma analysis of the investment; and ended with enthusiasm for the numbers conflicted by two statements. First was “Do I need to add employees?” Second, “I’m not sure customers will accept the change.” Mini-tunnel car wash retrofits are absolutely not appropriate for every property. Prerequisites for success include specific site conditions. Overcoming labor and customer adoption obstacles, however, is straightforward. As Henry Ford once said “Obstacles are those frightful things you see when you take your eyes off your goal.” Understanding how these obstacles relate to the goal of maximizing car wash profits is the key to evaluating the potential of a mini-tunnel car wash conversion.

Obstacle 1 – Do I need to add employees?

Early in my long career of washing cars, I have to admit to being guilty of the management process I like to call whack-a-mole. Open each day, fix whatever breaks, solve problems as they happen, go home exhausted, and repeat the process the next day. It’s rather like playing the game whack-a-mole. You stand there waiting for a problem to pop up and whack at it until it’s gone. It’s not fun. Even if you’re generating income, you will grow to dislike the day-to-day operation. Although a mini-tunnel can operate without labor, it is recommended to have an attendant available at all times for...
Safety. Adding an employee is a fixed cost. Calculating your ROI including that cost is simple. Don’t confuse this, however, as simply adding a body to your payroll. Creating a high volume, high profit, enjoyable car wash business demands careful management. The same level of management required to succeed with any profit center on your property. Training, preventive maintenance, policies, procedures, marketing, and staffing must be in place and documented. Without that, you will enter a never ending game of whack-a-mole; that you will grow to dislike, no matter how much money you’re making.

Obstacle 2 – Customers Won’t Accept Change

I started this article talking about how American fast-food companies struggled to get rural Chinese citizens to embrace drive-through restaurants. After several comical failures, they were ultimately successful. Simple signs helped customers recognize the value of getting a quality product, in a consistent amount of time, at a competitive price; by following the drive-through process designed by the restaurant. We don’t have to look overseas for examples of influencing consumer behavior. I still recall the debate that customers would never pump their own gas; which they did. I remember the concerns that c-store sales would drop if they pumped their own gas; but they didn’t.

A percentage of customers prefer in-bay automatics. By paying more, they get more, made visible with an increased number of passes and longer wash cycle. Although very satisfying for a customer not strapped for time, it wreaks havoc on your throughput, revenue, and forces customers not willing to wait, to leave without a wash. Mini-tunnels solve this. Every customer enters and exits the tunnel in approximately 3 minutes. Your car wash business delivers a stronger value proposition with the following four components: (1) a quality product (2) in a consistent amount of time (3) at a competitive price (4) with a pleasant and memorable retail experience.

The next time you hear yourself saying “Customers won’t accept change,” stop and evaluate; does the proposed change increase or decrease the value proposition being offered? Answer yes to that question, and chances are, you’ll appeal to a wider audience waiting to applaud your decision.

Good luck and good washing,

Anthony Analetto

Bio: Washing cars for over 30 years, Anthony Analetto serves as a President of SONNY’S The CarWash Factory, creator of the Original Xtreme-Xpress Mini-Tunnel, and the largest manufacturer of conveyerized car wash equipment, parts, and supplies in the world. He can be reached at Aanaletto@SonnysDirect.com or at 800-327-8723 ext 104
Go to your local bookstore and you’ll find no shortage of business and motivational books instructing people and organizations to continuously reinvent themselves and their businesses to find success. Good advice, but often the real trick is to implement change that complements and elevates existing parts of your business that are already successful. Basically, change is best when it doesn’t fix what’s not broken or throw out the proverbial baby with the dirty bath water.

Talk to Tim Jones, owner of Champion Car Wash, for just a few minutes and you’ll leave the conversation with a feeling that reinventing a company’s operating model is easy. Completing a renovation of one of his sites less than two weeks ago, Tim was kind enough to share some of his insights on where the market is going and how he’s planning to adapt for continued growth. So what happens when you replace a touch-free in-bay automatic with a mini-friction express tunnel? Below are some excerpts from his conversation with Anthony Analetto, President of SONNY’S The Car Wash Factory.

**ANALETTO:** What changes led you to convert a touch-free in-bay automatic to a mini-friction express tunnel?

**JONES, OWNER – CHAMPION CAR WASHES:** Competition has changed, our customers have changed, and the area surrounding our business has changed. We built this wash back in 1995 during what I like to call the good-old days. “Build it and they will come” was true back then and this has always been a good location for us. It’s on a main road and over the last 13 years, daily traffic has grown dramatically. Some new residential has been built, and a lot of older houses have been revitalized. The wash is now surrounded by fast-food and other major retailers and the location sits between a wealthier community and an up-and-coming residential area, drawing customers from both.

Two things really led me to make this investment. First, I had a busy touch-free automatic that was worn out and needed replacement. Second, I had a threat of competition when an express-exterior franchise looked to build a new wash across the street from me but ran into some zoning problems. This has been a busy automatic for us, but replacing it with a new in-bay would still limit me to 8 to 10 cars per hour. I’ve had some experience with conveyors and knew I could increase my volume with an Xtreme Xpress tunnel. I also wanted to eliminate the threat of one opening up near me. Tunnels and conveyors have changed a lot over the years. They’re safer now and can deliver a good clean car. To me the conversion seemed the best choice I could make at this site.

**ANALETTO:** What staffing changes have you had to make?

**JONES:** The wash was open 24 hours, but we’ve always staffed it with a single attendant for 8 hours a day to keep traffic flowing and the site maintained. Right now I have the tunnel open from 7 a.m. to 8 p.m. and am staffing the location with one person Monday through Thursday, and two people Friday through Sunday. One person is always available to guide customers onto the conveyor for safety. When volume picks up during the week I’m calling in a second. We’ve been open less than two weeks and one person has been able to handle things. There hasn’t been a big line up of cars yet, but as the wash matures I expect to have

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Wash, Wax, Seal, Tire Shine, & Dry  
Up To 50 Cars Per Hour!  
Fits in 35ft bay
two people on staff all the time. I’m also planning to send my managers to outsourced courses for the training on the maintenance, repair, and management of the tunnel. I have to be able to deliver a consistent product and service time for the express tunnel to work, and have to train adequately for that to happen.

ANALETTO: How have customers reacted to the change? Is it what you were expecting?

JONES: I’ve had very good responses and not one negative comment from my customers. The cars leave cleaner in less time and, I can offer extra services I wasn’t able to before. In less than 3 minutes a customer is through the tunnel and can choose to get a tire shine, triple foam, and even a total body and glass protectant. It’s not just extra revenue, it offers customers better quality and more choices. I haven’t had a single person leave that was looking for the touch-free in-bay automatic. After only a week and a half it’s too early to predict exactly what will happen but I’ve already begun renovating my next location where I’m replacing two touch-free in-bay automatics with a slightly longer tunnel.

ANALETTO: Are there specific conditions or location where you feel this format fits best?

JONES: You need to have a high population density, but other than that I think the whole country has been conditioned to expect better quality faster, for less money. Every business has to be ready to adapt to changing conditions. Things are changing, and changing at an accelerating pace. To keep my current customers and attract new ones, I have to deliver what they want, which is better quality, faster, with more choices, at a lower price.

ANALETTO: What pricing models have you tried or are considering?

JONES: I’ve started with $5, $8, and $10 dollar packages for the express wash and am already averaging $8. Before, with the automatic, I had $5, $6, $7, and $8 packages and averaged $7. Again, it’s still very early, but I’m averaging a higher ticket on more cars and couldn’t be happier. I’m using a single video kiosk and gated entry which will let me refine the packages and options, but for now I’m going to stay with what I started with, it’s working.

ANALETTO: Looking back, what surprises did you have; what would you do differently next time?

JONES: Upgrading the electrical service from 400amps to 800amps cost $69,000 which was $24,000 more than I thought. Excavation of the ground to put in the conveyor came in at $28,000 which was also more than I planned. Other than that, I had originally budgeted $300,000 for the renovation and managed to stay on budget. I’m happy with how things went. I’ve already begun renovating my next location which will replace two automatics with an Xtreme Xpress conveyorized tunnel.

ANALETTO: What are your future plans?

JONES: Ask me in a couple of months. I might have an answer then, but right now, I’m happy.

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What's Your Peak Hourly Volume?

If your equipment can’t process your peak anticipated hourly volume, your site will never make real money washing cars.

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<table>
<thead>
<tr>
<th>Peak Hourly Volume</th>
<th>Touchless In-Bay Automatic</th>
<th>Hybrid Friction In-Bay Automatic</th>
<th>Touchless Conveyorized Tunnel</th>
<th>Hybrid Friction Conveyorized Tunnel</th>
</tr>
</thead>
<tbody>
<tr>
<td>160+ C.P.H.</td>
<td>Not Recommended</td>
<td>Not Recommended</td>
<td>Not Recommended</td>
<td>140 foot</td>
</tr>
<tr>
<td>150 C.P.H.</td>
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<td>Not Recommended</td>
<td>Not Recommended</td>
<td>130 foot</td>
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<tr>
<td>140 C.P.H.</td>
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<td>Not Recommended</td>
<td>Not Recommended</td>
<td>120 foot</td>
</tr>
<tr>
<td>130 C.P.H.</td>
<td>Not Recommended</td>
<td>Not Recommended</td>
<td>Not Recommended</td>
<td>110 foot</td>
</tr>
<tr>
<td>120 C.P.H.</td>
<td>Not Recommended</td>
<td>Not Recommended</td>
<td>Not Recommended</td>
<td>100 foot</td>
</tr>
<tr>
<td>110 C.P.H.</td>
<td>Not Recommended</td>
<td>Not Recommended</td>
<td>Not Recommended</td>
<td>90 foot</td>
</tr>
<tr>
<td>100 C.P.H.</td>
<td>Not Recommended</td>
<td>Not Recommended</td>
<td>135 foot</td>
<td>80 foot</td>
</tr>
<tr>
<td>90 C.P.H.</td>
<td>Not Recommended</td>
<td>Not Recommended</td>
<td>120 foot</td>
<td>70 foot</td>
</tr>
<tr>
<td>80 C.P.H.</td>
<td>Not Recommended</td>
<td>Not Recommended</td>
<td>105 foot</td>
<td>60 foot</td>
</tr>
<tr>
<td>70 C.P.H.</td>
<td>Not Recommended</td>
<td>Not Recommended</td>
<td>90 foot</td>
<td>55 foot</td>
</tr>
<tr>
<td>60 C.P.H.</td>
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<td>Not Recommended</td>
<td>75 foot</td>
<td>50 foot</td>
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<tr>
<td>50 C.P.H.</td>
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<td>Not Recommended</td>
<td>60 foot</td>
<td>45 foot</td>
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<tr>
<td>40 C.P.H.</td>
<td>Not Recommended</td>
<td>Three Bays</td>
<td>50 foot</td>
<td>40 foot</td>
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<tr>
<td>30 C.P.H.</td>
<td>Three Bays</td>
<td>Two Bays - O/B Dry*</td>
<td>Not Recommended</td>
<td>35 foot</td>
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<tr>
<td>20 C.P.H.</td>
<td>Two Bays</td>
<td>Two Bays</td>
<td>Not Recommended</td>
<td>Not Recommended</td>
</tr>
<tr>
<td>10 C.P.H.</td>
<td>One Bay</td>
<td>One Bay</td>
<td>Not Recommended</td>
<td>Not Recommended</td>
</tr>
</tbody>
</table>

C.P.H. = Cars Per Hour

*Dryers mounted on a fixed arch off the gantry for increased throughput

How do I calculate Peak Hourly Volume?

The tool used to calculate a location's peak hourly volume is called a PROFORMA. Your equipment supplier or car wash consultant will commonly have one available either as a spreadsheet or form where you can plug in the numbers for your location. You will input physical variables such as average precipitation, traffic counts, demographics, and visibility, along with values specific to the proposed business such as package pricing, service offering, and hours of operation. PROFORMAs do not account for tremendous marketing and management talent, the lack of it, or unanticipated weather patterns and economic changes. The numbers produced however can be a valuable guide in selecting an equipment package and type capable of maximizing a location's car wash profitability.
STEP UP YOUR DELIVERY

Step 1
Hands-on Training to plan, manage, and grow your business.

Step 2
Best Selling Equipment to improve wash quality and simplify maintenance.

Step 3
Affordable Controls to deliver efficiency and profitability across your locations.

Step 4
12,000 Parts with $12 million in inventory to keep your business running.

12,000 Parts In Stock

Right Parts: SONNY’S offers over 12,000 stocked items, including parts for 12 OEM Original Equipment Manufacturers — over 12 million dollars in inventory — with more parts added daily.

Right Price: SONNY’S volume as the largest manufacturer of conveyed car wash equipment, parts, and supplies in the world lets us deliver discounted pricing for you!

Right Now: SONNY’S answers 95% of all customer service calls within 3 rings, inventoried items ordered by 4pm EST ship the same day, and now, ALL Ground shipments arrive in 3-days or less ANYWHERE in the continental US!

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STEP UP YOUR EXPECTATIONS

“Our partnership with Sonny’s has been a key component of our success. We know a lot of operators like us who trust Sonny’s exclusively for all their equipment and parts - and utilize the CarWash College for training their staff members - but that’s not what prompted us to write this. We recently upgraded to Sonny’s all new POS system and are completely blown away. Not only does it deliver the reports, tools, and features we need to keep our business growing – it’s so intuitive and simple to use that after only a few days I couldn’t imagine not having it!”

Jim Gorant & Nick Gorant
Owner / General Manager
Prestige Car Wash
Lauderhill, FL

Total Car Wash Offering
Sonny’s is a one-stop shop with all the equipment, parts, education, software, and car wash innovations to keep your business growing.

Industry Leadership
Sonny’s sells more tunnel equipment than anyone in the world. This allows us to be instantly market responsive with new product innovations, better equipment quality, delivery, and service.

Hands-on Expertise
Sonny’s has been washing cars since 1949 and has over 850 years of operations experience in our network. We use this knowledge and unique experience to help drive your business forward.

Hands-on Training
to plan, manage, and grow your business.
Best Selling Equipment
to improve wash quality and simplify maintenance.
Affordable Controls
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