

Professional
Car Wash Programs For

New Investors

 **SONNY'S**[®]
The CarWash Factory
The Tunnel Experts[™]

Are you **LOOKING** for **New Business** Opportunities?



Have you considered
a *Car Wash*?



More than 2 billion
cars are *washed each*
year in North
America!



The Professional Car
Wash Industry has
estimated annual
U.S. revenues of
over \$15 billion!



90% of the car washes
operating today
are owned by single
or family owners!



The car washing
industry is growing
every year *due to*
consumer awareness
of the enviroment!



Where To Start **Start?**



START HERE!
VISIT BOOTH #1210

IN-BOOTH BONUS #1

FREE Site Analysis

Will your proposed market be a home run or a flop? Find out with SONNY'S **FREE** Market Evaluation.

Includes:

- Demographic Study
- Competitive Analysis
- Traffic Statistics

A \$5,000 VALUE (if purchased elsewhere)

Free When You Bring This Ad To Booth #1210 At The Car Wash Show™



IN-BOOTH BONUS #2

FREE Site Layout

Find out how to maximize profits on your empty lot or uncover hidden potential to modify your existing wash into a money-maker!



IN-BOOTH BONUS #3

FREE INVESTOR KIT

FREE NEW INVESTOR KIT (includes)

- New Investor DVD
- New Investor Guide
- New Investor Checklist



Thursday, April 6th @ 9:00am

Ica Education Session All-Access Pass Required



New Investor: Real Numbers and Pitfalls You Need to Know.

Learn how to accurately estimate project costs and avoid the seven most common pitfalls that result in missing ROI projections

How Do I Proceed?



SONNY'S is the unquestioned leader in designing and manufacturing automatic washing equipment for the professional car washing industry! We have a 40%+ market share in the USA! Since 1949, we have been washing cars, building successful car washing businesses, and guiding car wash owners from idea to successful profitable operations. We operate the world's only CarWash College, offering top-notch training to new investors, executive management, online staff, and maintenance personnel. No company is better suited to help you investigate and evaluate your potential for entering the professional car washing industry. In fact we offer a one day "New Investor" seminar as part of our curriculum our unique CarWash College. In one 8-hour session you will learn about the history of the industry, types of washes, current and future trends, capital and financing requirements, site requirements, site planning, and equipment and washing technologies.



Step 1: Due Diligence

Business Proforma: SONNY'S New Business Department has a full staff of experienced car wash professionals who excel at evaluating potential car washing sites. They consider traffic patterns, study demographic data, and any information you provide about your firsthand knowledge of the market and site. They thoroughly review your specific marketplace for existing car washing competition as well as potential opportunities. When completed, a SONNY'S proforma provides you with a thorough evaluation of your site and its car washing potential.



Step 2: Site Evaluation

Next, we evaluate your physical site to determine if your potential site has the necessary space, utilities, and proper entrances and exits to capture the potential wash volume the proforma has determined is available. The site will be analyzed for traffic flow, stacking, tunnel dimensions, utilities, equipment room, and space to install "free vacuums". Every effort will be made to evaluate ways to design the most efficient car wash property, whether it's a ground up project or a renovation.



Step 3: Equipment Selection

Once we have an understanding of the site's potential and physical capabilities, the next step is to select car washing equipment that will most effectively meet the projected washing volume and provide your customers with a "professional experience" that breeds loyalty and customer retention. SONNNY'S equipment is designed and manufactured in the USA and built to the highest professional standards. Our equipment is designed to produce clean, dry, shiny cars with customer pleasing options, while creating price points that clearly differentiate your wash menu. SONNY'S equipment engineered with "open architecture" with many of its parts available locally. SONNY'S Controls provides the industry's largest cloud-based point-of-sale and car wash management system with tunnel controllers, point of sale systems, and gated entries completing the package – tying it all together in one cohesive profit making package!



Step 4: Budgeting

Now that you have selected your job-matched equipment package and we have evaluated your tunnel construction costs, we will finalize the business proforma. The detailed projections contained in the proforma will serve as a basis for budgeting. The proforma serves as the backbone of your business plan and will help you acquire financing for your new business.



Step 5: Financing:

The proforma and site analysis establish 1, 3, and 5-year projections and break-even analysis from which to prepare a business plan to present to potential lenders. Whether you need private lending, SBA, or commercial lending and leasing, we have established contacts and can help connect you to lending and financing opportunities.



Step 6: Installation & Support

SONNY'S provides as many as 50 pages of mechanical drawings detailing plumbing, piping, and electrical layouts, and the placement of the washing equipment and auxiliary support equipment. Our worldwide network of factory-trained Select Service Organizations (SSOs) will install your equipment, and work with selected contractors throughout the process to ensure timely delivery and on-time opening. The SSO provides onsite training, start-up, and provide warranty and ongoing service for the lifetime of your SONNY'S car wash. The SSOs provide a vital link to SONNY'S and to the success of your car wash; in many cases, they provide a local parts inventory and an industry leading line of chemicals as well.



Step 7: CarWash College

The CarWash College is the car wash industry's only professional educational program, and provides programs for new investors, executive level management, mid-level management, multi-site management, and equipment maintenance and repair. CarWash College operates campuses in Ft. Lauderdale, FL, and Los Angeles, CA, delivering hands-on training coast to coast for more than 20 weeks per year.

Retrofit or From The Ground Up We can help you make the right choices

Wash Model: Express-Exterior Car Wash

Customers pay at an automated pay station and drive onto a conveyor under the guidance of an attendant. These high volume locations approach the market with a value-priced base wash and free self-serve vacuums.



Wash Model: Flex-Serve Car Wash

Flex-Service washing is the combination of Express Exterior and Full-Service interior offerings on one property. The most popular layout utilizes automated pay stations offering affordable express wash packages, as well as interior and express detailing options.



Wash Model: Full-Serve Car Wash

Full-service car washing offers a robust number of profit opportunities yielding higher revenue per car. Greeted by a live attendant, the customer selects their wash level and extra services before exiting the vehicle to a retail waiting area or convenience store.



Wash Model: Xtreme-Xpress Car Wash

Retrofits the high-volume Express-Exterior conveyORIZED wash model to smaller footprints found at c-store/gas station and in-bay automatic locations. Multiple vehicles are processed simultaneously to increase throughput with minimal onsite labor.





Case Study 1:

Waffle House Conversion to an Express-Exterior Car Wash

Quicky Car Wash

- » **Location** - San Luis Obispo, CA
- » **Tunnel Length** - 100ft.
- » **Owners** - Hamish Marshall & Rodney Cegelski





Quicky CarWash

Focus on Unlimited Memberships

Real estate developer partners Hamish Marshall and Rodney Cegelski have successfully developed two “Express Exterior” car washes in San Luis Obispo, California. Their business strategy was to develop an “unlimited car wash club” program that would have enough monthly subscribers to cover the monthly overhead and any extra business would go to the bottom line. The partners owned a nice piece of land with a vacant Waffle House restaurant that their construction background told them could be converted into a car wash tunnel. The City agreed and the site became their second car wash. The car washes are strategically located on both sides of the city, allowing wash club members to wash at either location. The partners are thrilled with the performance of the car wash businesses. The community has endorsed the wash club concept and the partners have exceeded their “wash club” goals by more than 200%!

“We focus on creating a fun, fast, satisfying car wash experience, relying on customer satisfaction to spread the word. The key is our customers love using the wash! We are becoming a recognized household brand! Our carwashes being in close proximity to each allow us to capitalize on our marketing efforts with charity fund raisers and community benefits programs working at both sites!” ~ says Cegelski.

The partners view their car washes as long term investments. They have already purchased land to construct a third Quiky Carwash. They are in permitting in Atascadero, CA. The partners are brand driven, guerrilla marketers, and they seek cross-marketing opportunities to continuously grow their business.

“We figured if we could just capture a thousand members we would be able to break even! The community has really connected with our concept and we currently have well over 2000 members active in our club!” ~ Rodney Cegelski – Quiky Car Wash



100'

Tunnel System

Case Study 2:

Public Storage Adds an Express-Exterior Car Wash Profit Center

Shine Auto Wash

- » **Location** - Burnaby, B.C.
- » **Tunnel Length** - 180ft.
- » **Owner** - Pete Dobell

Shine Auto Wash

Complementing Their Public Storage

Owner Pete Dobell has an extensive real estate development background. He purchased a property in Burnaby B.C. that was a closed meat packing plant. Dobell and VP of Development Paul Facciol felt the site located in a high traffic residential area was ideal for the public storage business. The conversion was completed from meat plant to public storage and the business was successful from the beginning. There was left over unused land with good frontage, traffic, and visibility. They already owned a successful car wash called Shine Auto Wash and they began to believe an Exterior-Express car wash would be the most profitable use of the frontage and complement the public storage business. They were determined to build a unique wash with a focus on customer experience while keeping the beautiful modern clean appearance that they created with the all-glass public storage facility.



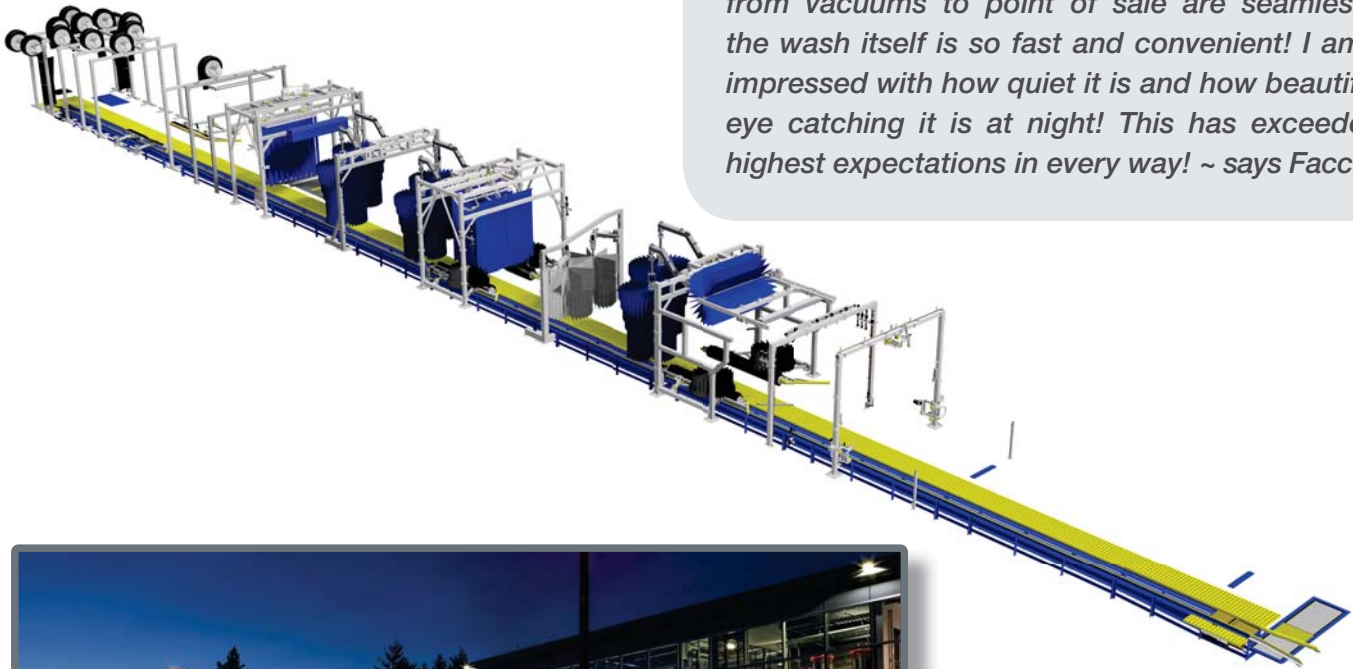
We felt the “Express Exterior” style car wash would complement the public storage business and take advantage of the densely packed residential area it is located in. The shape of the parcel, the neighboring homes posed some zoning and logistical challenges so we enlisted SONNY’S and a great local team of engineers and architects to overcome the logistical and governmental hurdles! ~ Paul Facciol - Shine Auto Wash



As they began their due diligence, proformas were prepared to project the site's potential volume for car washing. It was determined the potential volume was high so a long tunnel would be needed to capture the business. There were zoning issues with noise levels as well as traffic issues within the property to ensure safe traffic flows and maximum efficiencies for stacking and processing cars. A unique design was conceived, placing the washing equipment and chemicals on the second floor above the wash tunnel, which created room for a three lane stacking approach to the point of sale entries. The modern glass facility is spectacular with LED lighting and beautiful landscaping perfectly complementing the storage facility.

180' Tunnel System

“ The car washing facility has surpassed our highest expectations! The customers love it, it's really a great experience, the glass and the great views of the equipment create a really “high tech” feel. The integration with storage is perfect, the traffic flows from vacuums to point of sale are seamless, and the wash itself is so fast and convenient! I am most impressed with how quiet it is and how beautiful and eye catching it is at night! This has exceeded our highest expectations in every way! ~ says Facciol.

”

3 Minute Express CarWash

Exceeding All Proforma Projections

Karl Gashler, a pilot for Southwest Airlines, and his business partner, Duane Hager, were looking for a good business with consistently high demand and low labor costs with potential for long term growth in the area where they live, Phoenix, Arizona. Duane has owned other businesses in the past, including a fitness center, and he is a real estate broker. Both of them wanted a business that provides good value and service with a structure that is fun for the employees and customers. Karl's childhood dream was to run a car wash, so at the core, the car wash industry made sense.

“When we started doing the research we knew little about the industry. SONNY’S website had by far the most helpful and valuable information, helping us to get an understanding of the industry and its costs. When we contacted SONNY’S we were introduced to our SONNY’S SSO distributor, Car Wash Services of Arizona in Phoenix. They met with us face-to-face and really walked us through the entire process – we simply could not have accomplished this without them!” - Duane Hager

The new team of hopeful car wash entrepreneurs and SONNY’S distributors began to search for a proper site. Sites were analyzed and several proformas were completed before a site was selected and purchased. The project was completed using architects, engineers, and contractors known by Car Wash Services Arizona and the project was successfully completed, and has been open now for more than one year.

“We love the car wash industry! On a side note, before going to SONNY’S Car Wash College, I watched all of the SONNY’S online videos with my family. Anthony Analetto has become famous with my kids! It’s safe to say the next generation of professional car wash operators are already learning and excited about the industry!” - Karl Gashler

Duane has become a “full time” car wash guy for Three Minute Express Car Wash, and when Karl is not flying he is working at the wash doing what he loves. The team of Karl and Duane is ready to begin construction of their second site and they have already purchased a property for their third! Their plan is for steady growth over the next several years.





Case Study 3: New Construction First-Time Owners Plan Quick Expansion to 3 Express-Exterior Locations

3-Minute Express Car Wash

- » **Location** - Goodyear, AZ
- » **Tunnel Length** - 165ft.
- » **Owners** - Karl Gashler & Duane Hager

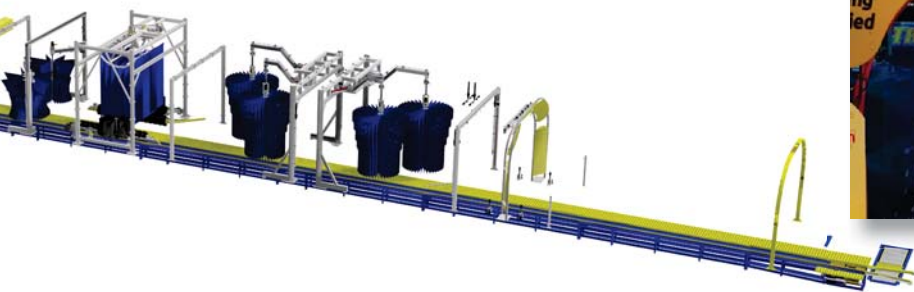


We have far surpassed our highest hopes – easily exceeding all of our proforma projections and more than doubling our wash counts! We attribute this to our consistent wash quality, positively outrageous customer service, and the great support we receive from SONNY’S ~ says Gashler.



165'

Tunnel System



10 TOP Reasons

More ConveyORIZED Car Wash Operators Choose SONNY'S Than Any Other Manufacturer in the World!

1

We Really Are #1

SONNY'S sells more tunnel equipment than anyone in the world with a product proudly designed, built, and backed in the USA. We are TRUE MANUFACTURERS, not just an assembly house, which allows us to be instantly market responsive with new product innovations, better equipment quality, and faster delivery.



2

Washing Cars Since 1949

SONNY'S has been washing cars for over 60 years and has more than 850 years of retail car wash operations experience in our network. We use this knowledge and unique experience to help drive your business forward.



3

Financial Strength & Security

SONNY'S is repeatedly recognized with Dun and Bradstreet's strongest financial rating, confirming that we'll be here to support you for generations to come.



4

World Class Installation & Support

SONNY'S industry leading network of Select Service Organizations (SSO's) is there to support your project every step of the way. Our distribution team has the experience and infrastructure to help you succeed.



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.



StepUP To SONNY'S

6

In Stock for Immediate Delivery

SONNY'S stocks over 12,000 parts with \$12 million in inventory ready for delivery. Inventoried parts orders in by 6pm EST are shipped the same day.



7

State-of-the-Art Controls

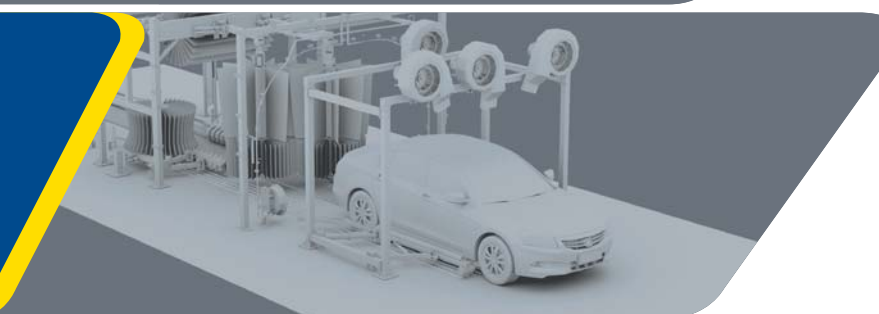
SONNY'S CarWash Controls delivers efficiency and profitability across all your locations. Detailed dashboard reporting allows you to access information about your wash anytime, anywhere to make real-time cost saving and revenue generating decisions.



8

In-House CAD Team

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.



9

Straight-Forward Design & Pricing

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.



10

Our Total Car Wash Offering

So relax. SONNY'S is a one-stop shop with all the education, equipment, software, and parts to keep your business growing. Join the thousands of satisfied customers that will testify to the quality of our equipment, and the level of customer service that sets us apart from everyone else.



OurHistory

Sonny Fazio opens his first car wash in Massachusetts.

1949



Paul Fazio sells his interest in Fazio Enterprises, Inc., consisting of 12 conveyorized car washes in 3 different states, 2 self-serves, 6 gas stations with convenience stores, several detail shops, and lube centers to his brother, Michael Fazio, and takes over as President and CEO of SONNY'S The CarWash Factory.



SONNY'S launches its first e-commerce website.

2000



Sonny Fazio "retires" and begins manufacturing car wash equipment offered at the right price, right quality, right now for friends and family; SONNY'S The CarWash Factory is born.



1991



1993

SONNY'S brings on its first Select Service Organization (SSO) to launch its network of local service partners and support partners.



2001

Sonny Fazio receives the Southeastern Car Wash Association's Lifetime Achievement Award for distinguished service to the car wash industry.

1997

Sonny Fazio inducted into the International Car Wash Association's Hall of Fame, the industry's highest award recognizing outstanding dedication and service to the industry.





Paul Fazio, presented with the Car Wash Industry Leadership Award by the International Car Wash Association, recognizing his efforts to advance the industry.

SONNY'S launches CarWash College, the industry's first on-going institution to offer hands-on training for car wash operators to plan, manage, and grow their businesses.

SONNY'S first appears on the Inc. 5,000 list of fastest-growing private companies in America.



2004

2006

2007

2008

2015

SONNY'S expands its factory to 135,000 square feet and implements lean manufacturing techniques to continue its promise of same day shipping and meet growing demand.

SONNY'S recognized as the SFMA's 2004 Manufacturer of the Year for its dedication to quality and innovative systems and products.



SONNY'S The CarWash Factory recognized as the world's largest manufacturer of conveyerized car wash equipment, parts, and supplies.



SONNY'S wins the 2015 Top Workplace Award based solely on employee feedback surveys; an honor achieved again in 2016.

2016

SONNY'S takes on a financial partner, Sentinel Capital Partners, to accelerate the pace of innovation and the depth and breadth of equipment, software, parts, and education to make its clients successful.

2017

SONNY'S expands CarWash College to include classes in California.





The Tunnel Experts™



Step UP your Expectations

Industry Leadership

SONNY'S sells more tunnel equipment than anyone in the world with a product proudly designed, built, and backed in the USA. We are TRUE MANUFACTURERS, not just an assembly house, which allows us to be instantly market responsive with new product innovations, better equipment quality, and faster delivery.

Total CarWash Offering

SONNY'S is the only manufacturer with FOUR complete solutions. We're a one-stop shop for all the equipment, software, parts, and education to keep your business growing.

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 deliver a total solution to help drive your business forward.

Step 1

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

Step 2

World's Largest Manufacturer of conveyerized car wash equipment and tunnel systems.

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.



Call or Visit us Online Today! www.SonnysDirect.com | 800-327-8723