



Professional
Car Wash Guide For

Petroleum & C-Store
OPERATORS

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

“After 3 Years, we’re washing 10,000 cars per month and making more money off the car wash than the Convenience Store.”

Dan McKenzie
Owner

*GoClean 3 Minute Wash
Tallahassee, FL*



Are You **Maximizing** Your **Car Wash Potential?**



- Are your car wash revenues **down?**
- Have your car wash **profits disappeared?**
- Has an “Express” Car Wash **taken your car wash business?**
- Have you **really evaluated** your car washing business?
- Are you **attracting new customers** to your business?
- Are you looking for new **avenues of growth?**

Step **UP** **your** **Revenue**

C-Store Operators Own Some Of The Best Car Washing Sites In The World!

SONNY'S has led the charge in the car wash industry's evolution of washing cars. With the advent of Express Exterior car washes featuring high-speed, high-volume, conveyORIZED washing tunnels with free vacuums, professional car washes are washing more vehicles than ever before. The concept is based on a below-market price base wash with premium packages selling for up to \$20.

Not only does the system provide inexpensive car washes, it also focuses on convenience for the consumer. The wash process takes just 2-3 minutes, and multiple vehicles can be processed at the same time due to the conveyORIZED system. Automated pay stations, gated entry, and ICON-based signage create a platform for high-volume washing with minimal onsite labor. Lastly, the addition of Free Vacuums creates a synergy between value and convenience that produces more wash volume than was previously thought possible.

The demographics and traffic counts of a successful c-store align perfectly with the Express Exterior requirements. By coupling the Express Exterior model with your existing c-store/gas station, you can take value and convenience to a whole new level.

SONNY'S recognizes the need for c-store operators to create new profit centers and maximize their existing revenue streams. Increased operating costs, reduced fuel margins, and competition from high-volume retailers are taking market share and your profits with it. By converting your existing wash bay to an Express Exterior tunnel, you have the ability to increase your profits at the carwash, at the pumps, and inside the store, more than you could imagine.





SONNY'S is the undisputed leader in the conveyORIZED car washing industry. We got our start washing cars at the retail level in 1949. Since then, we have been operating washes, building successful car washing businesses for our clients, and guiding car washing investors through the development process—from dream to reality.

We operate the world's only CarWash College to help investors learn about the business, from evaluating and managing sites to how to maintain sites and perform needed repairs.

SONNY'S worldwide network of distributors supports our customers with the service, parts, and supplies you need to succeed!

How Do I Proceed?



Step 1: Due Diligence

Does my location warrant the investment necessary to convert to an Express Exterior? SONNY'S Business Development team has a staff of experienced car wash professionals who excel at evaluating potential car washing sites. They consider a variety of site-specific factors as well as sales information, such as fuel and c-store sales. Lastly, they thoroughly review the competitive landscape of your area and pull the demographic data. You will be presented with a site-specific proforma with estimated costs and the potential revenue of your location. The proforma includes projections for breaking even, year 1, year 2, and year 3, along with ROI calculations.



Step 2: Site Evaluation

Will my site have space to convert my in-bay to an Express Exterior? SONNY'S CAD department will evaluate your physical site to determine if your existing wash bay can house the equipment necessary to capture the potential wash volume the proforma has projected. The site will be analyzed for traffic flow, stacking, bay dimensions, utilities, equipment room, and places to install "free vacuums". Every effort will be made to evaluate ways to efficiently convert your existing wash bay or to design the most cost-effective car wash property if it's a ground up project.



Step 3: Equipment Selection

How do I know what I need for the conversion? Now that we have analyzed the market potential and the physical characteristics of your facility, SONNY'S will design a wash package to fit your specific needs. We are a one-stop-shop, with all the equipment you need to be successful with your Express Exterior car wash. From the pay station out front to all the car wash equipment and the vacuum system, SONNY'S equipment is designed and manufactured in the USA and features an "open architecture" design allowing many of its parts to be locally sourced.



Step 4: Installation & Support

How do I get the project from concept to completion? SONNY'S provides up to 50 pages of site-specific drawings detailing plumbing, piping, electrical placement of the wash equipment, and auxiliary support equipment. Our world-class network of factory trained distributors (SSO's) install the equipment and work with your contractors throughout the process to ensure timely delivery and on-time opening. The SSO provides onsite training, start-up guidance, warranty assistance, and ongoing support and supplies for the lifetime of your equipment.



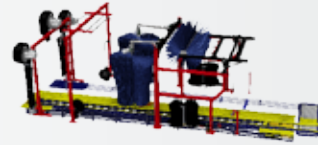
Step 5:
Train for Success

How can I learn more about my new car wash facility?

SONNY'S CarWash College is the industry's only on-going professional educational program. In the 10 years since it was started, we have educated thousands of car wash professionals in a variety of courses. Whether you are interested in learning about the industry in general, how to manage your wash, how to manage multiple locations, or how to maintain and repair your equipment, CarWash College has a class for you.

Option 1:

In-Bay Conversion

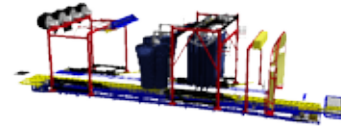


"The rollover automatic just could not meet the volume potential during our peak washing days."

Turn to Page 8

Option 2:

Professional Tunnel with C-Store

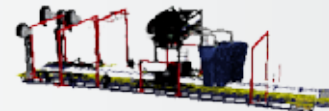


"Our 54 ft. Sonny's mini Extreme is washing 6 times more cars than our rollover!"

Turn to Page 10

Option 3:

Professional Express Adjacent to C-store



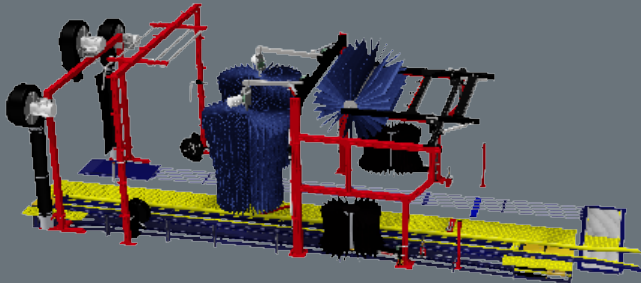
"This year we are close to 10,000 cars per month."

Turn to Page 12

Option 1: In-Bay Conversion

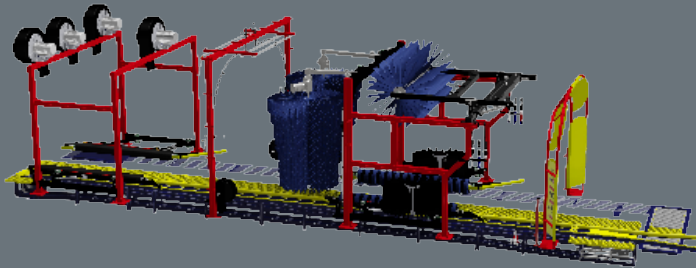
34' Tunnel System

Up To 50 Cars Per Hour!



45' Tunnel System

Up To 60 Cars Per Hour!





CASE STUDY: **USA AutoWash**



USA AutoWash in Spring Lake, NC, had a rollover hybrid automatic car wash with standalone air dryers adjacent to a Murphy's USA c-store. Built in 2011, the car wash generated \$7,500 in revenue per month. In 2015, the owners of USA AutoWash were looking to maximize their wash revenue. After meeting with the SONNY'S team and completing a site-specific proforma, the owners decided to convert the bay to a mini-tunnel and include free vacuums.

In order to maximize the site's potential, the owners decided to reconfigure the building based on the SONNY'S proforma. An additional 10' was added to the building in order to increase the size of the equipment room, and a 55' conveyor was selected for the facility. Other construction was needed to add the free vacuums and accommodate the conveyor trench. In all, the construction timeline was about 10 weeks.



We are thrilled by the response to our new SONNY'S "mini Express" car wash, the free vac's, the professional car wash process, and the convenience it provides our customers has created a fantastic business for us! The wash quality, the Lava Wash, and Lava Seal process produce incredibly clean, dry, and shiny cars! We washed over 400 cars one Saturday! Our customers return time and again. The value we are offering is recognized! We are on to do our second site—SONNY'S is doing the proforma now! - Andrew Collette **USA AutoWash**



We felt our site had greater business potential than we were achieving. We were watching the "Express" car washing revolution and began to think we needed to seriously evaluate our car wash and where we were headed. The rollover automatic just could not meet the volume potential during our peak washing days—customers simply would not wait in line!



- Scott Collette
USA AutoWash

The wash reopened in November and began doubling month-over-month revenues right out of the gate. After 6 months of operation, the renovated facility was producing 7 times the pre-renovation monthly revenues and was ahead of the sales growth forecasted by the SONNY'S proforma!



Option 2:

Professional Tunnel With C-Store



CASE STUDY: **Crown Mart**



St. Louis-based Crown Mart has been a successful c-store operator for many years. They owned in-bay car washes at several of their locations and have watched their revenues decline over time. They were also aware they had not been able to capitalize on volume when demand was high. In order to address both these issues, they decided to build a conveyerized tunnel at their next new location rather than the traditional in-bay. They also added an automated point of sale system coupled with a gated entry to sell washes, upgrades, and unlimited club plans.

The principals of Crown Mart recognized the success of their first location and quickly moved to expand their car wash brand. Their second tunnel was a 46' conversion of one of their existing locations. They have continued to build other new locations and are currently working on their 4th location this year. Next year, they are planning a standalone Express Exterior car wash—no c-store or gas!

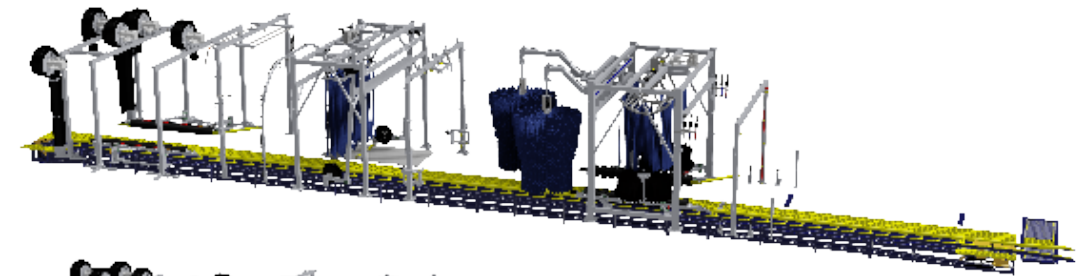
“ *If you want to investigate car washing at the highest level and search for a company that is ready to support your business, you will find SONNY'S. They operate at a higher level, and they are committed to our success!* **”**

- *Majed Abusaid*
Crown Mart

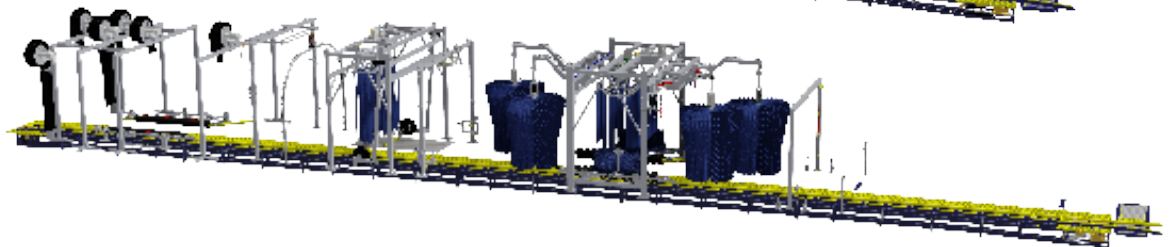


www.SonnysDirect.com | 800-327-8723

80' Tunnel System
Up To 90 Cars Per Hour!



90' Tunnel System
Up To 100 Cars Per Hour!



“ We felt we had a great opportunity within our marketing area to become the premium car washing provider. Our properties are ideally situated for our customer base. Our unlimited wash programs are providing convenience and consistency for our customers. Our 54 foot SONNY’S mini Extreme is washing 6 times more cars than our old rollover! ”

- John A.
Crown Mart



CASE STUDY: **Go-Clean Car Wash**



Dan McKenzie, Owner of GO-Clean Car Wash in Tallahassee, FL, recognized the advantages of combining car washes with his convenience store business several years ago. Lucky enough to have a spacious property, he had the ability to design a stand-alone Express Exterior car wash alongside his gas station/c-store.

“ About 25 years ago, I took over McKenzie Oil Companies from my father. I came in the front door and he ran out the back door and never came back. And that was right at the time when things were changing to self-serve. I made the decision at that time to get out of industrial and farm accounts and just concentrate on convenience stores and self-service. I was sort of skeptical, real cautious when I first decided to get into it, and I did a lot of research and found SONNY'S. If you're interested in the car wash business, it's not like the rollover business. This is a business you are going to have to be dedicated to, **”**
says McKenzie.

McKenzie goes on to say,

“ Having a convenience store with a car wash, one really enhances the other. If someone comes in for a car wash and they need gas, they are going to go ahead and fill up while they're here. The car wash and convenience store together really complement each other a lot. This location has a 50,000+ traffic count. Our first year, our car wash volume was around 6,000 cars per month. The second year it went to 8,000 cars per month. This year we are close to 10,000 cars per month. We wanted to make sure we had enough equipment to handle a large volume of cars. We also have 18 free vacuums for our customers. Presently, we are making more money from the car wash than we are from the convenience store. **”**

Beyond the synergy a car wash creates when coupled with a convenience store, there are other benefits as well. Construction costs are reduced for each project, and the ability to advertise is shared by both businesses. Employees can be cross-trained, and new advancement opportunities are created for staff. You have the ability to sell washes at three places: at the pump, inside the convenience store, and at the car wash pay stations, creating a competitive advantage against other stand-alone washes.

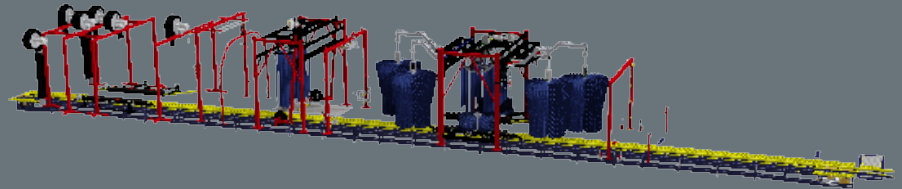




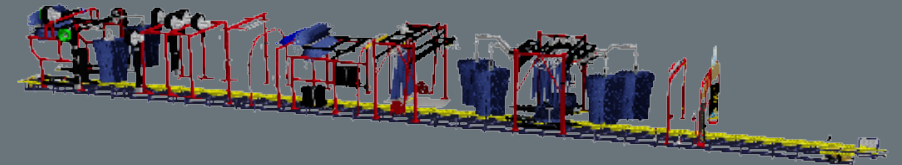
Option 3:

Professional Express Adjacent To C-Store

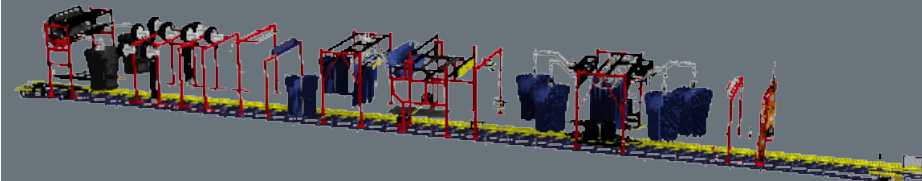
100' Tunnel System
Up To 110 Cars Per Hour!



125' Tunnel System
Up To 130 Cars Per Hour!



135' Tunnel System
Up To 160 Cars Per Hour!



Step UP your Revenue



Real-time **Control.**
Real-time **Reporting.**
Real-time **Updates.**™



Real-time Control & Management



Simplified Reporting

Detailed reports online-anytime, anywhere. Complete exposure of your site(s) in real-time to make real-time cost-saving or revenue-generating decisions.



Flexible Club Plans

Customize, sell and manage monthly single card and family recurring plans with Sonny's POS & online interface. Add paystation integration to quickly sell monthly plans from your express lanes.



Multi-Site Redefined

Manage multiple sites from one easy to use interface. Share club plans, gift cards, washes, employees and more across all sites with a click of a button.



Increase Revenue At The Pump



Increase Revenue At The Paystation



Increase Revenue Inside Your C-Store



TOP 10 Reasons

The Tunnel Experts™

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 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.

4. World-Class Installation & Support Organization

SONNY'S industry leading network of Select Service Organizations (SSOs) 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.

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 eliminate 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. Total Car Wash Offering

So relax. Sonny's is a one-stop shop with all the equipment, parts, education, and software 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.

Step **UP** your **Expectations**

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.

Total CarWash
»» Offering

Industry
»» Leadership

Hands-on
»» Expertise

The Tunnel Experts™

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