Site Layouts

Express Exterior Car Wash

Definitions

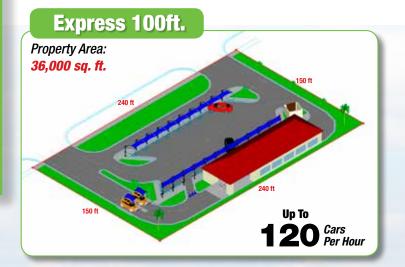
Express Exterior washes utilize longer tunnels; often over 100ft. Customers pay at an automated greeter and drive themselves onto the conveyor under the guidance of an attendant. These high volume locations approach the market with a value-priced base wash and free self-serve vacuums. They are normally located on streets with high traffic counts, feature multiple greeters and entry lanes, and are the primary business for a given property.

Considerations

Many of the innovations for an Express Exterior are based on technological advancements in equipment, chemicals, and affordable computing power – one of them is not – FREE vacuums. To some it seems insignificant – to others, a loss in revenue. Well, it is about as insignificant to increasing volume and profit at your car wash as "Super Size" or self-serve fountain drinks are in fast food.

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