

Site Layouts

Flex-Serve Car Wash

Definition:

Flex-Service washing is the combination of Express Exterior and Full-Service interior offerings on one property. The most popular layout utilizes an automated attendant offering affordable express wash packages, as well as interior and express detailing options. All customers stay in the car during the wash. Express customers directly exit the wash, often routed past free or vended vacuum islands. Full-Service customers pull into an aftercare area, exit the vehicle, and wait while attendants vacuum the car, clean the windows, and perform any other express detailing services the customer has selected. This style attracts a broader customer base than either express only or full serve.

Considerations:

The Flex-Serve location style combats customer sharing by offering multiple specialties or services on the same property. When executed correctly, it can offer a diverse population of customers with different preferences, a wash where they feel in control of both the time and money they are investing to get a clean car.

As with an Express Exterior, customers can select higher wash packages at the automated attendant, with tire shining, wheel cleaning, total shine, and other extra exterior services delivered by equipment online. Since there is no labor variable, the wash can remain open even when the weather is not ideal and remain open for a greater number of hours. Increased hours of operation, shorter wait times, and lower price points have proven to increase customer wash frequency and spread the volume more evenly throughout the week.

Unlike Express, where the customer has no interior option, with Flex the customer can exit directly or add quick interior and exterior services, requiring 15 minutes or less to complete. If space permits, additional detailing options can be offered that require additional time. This is not the same as Full Serve where the object is to get every customer to purchase as many extra services as possible. A properly executed Flex-Serve carefully manages and adjusts aftercare service pricing to maintain a controlled flow through the property and allocates labor where the margin makes sense. There are differing opinions as to the exact mix and ratio, but a good rule of thumb to start your planning with is that you want 30% of all exterior customers to purchase aftercare services with 25% or less of gross revenue going to labor costs.

FlexServe

Sample Flex-Serve Layouts
Start Your Planning at SonnysDirect.com

Express 60ft.

Property Area:
36,685 sq. ft.



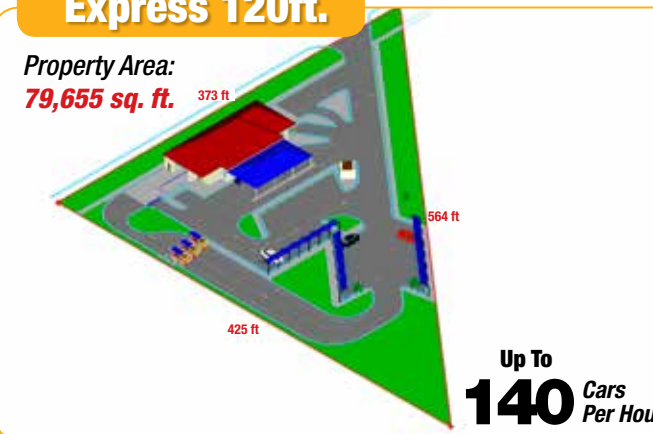
Express 80ft.

Property Area:
36,685 sq. ft.



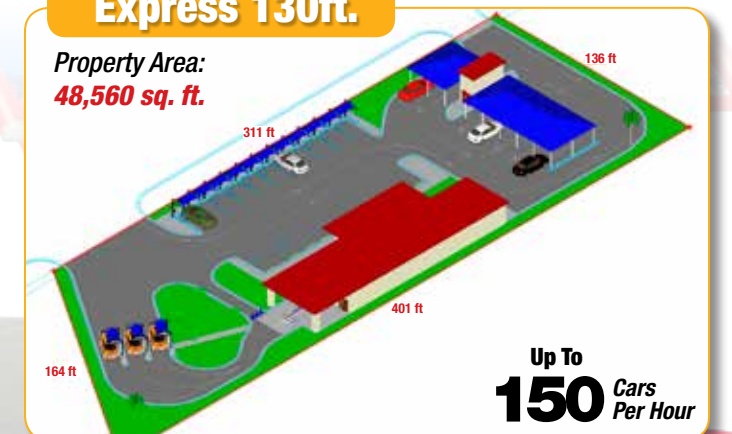
Express 120ft.

Property Area:
79,655 sq. ft.



Express 130ft.

Property Area:
48,560 sq. ft.



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Tunnel Systems

<p>SONNY'S 160-MT Hybrid Tunnel System</p> <p>OPTIONAL With This Package LAVA SHIELD</p> <p>Wash, Wax, Seal, Tire Shine, & Dry Up To 180 Cars Per Hour!</p>	<p>SONNY'S 120-MT Hybrid Tunnel System</p> <p>OPTIONAL With This Package LAVA SHIELD</p> <p>Wash, Wax, Seal, Tire Shine, & Dry Up To 140 Cars Per Hour!</p>
<p>SONNY'S 135-EDT Hybrid Tunnel System</p> <p>INCLUDED With This Package LAVA SHIELD</p> <p>Wash, Wax, Seal, Tire Shine, & Dry Up To 150 Cars Per Hour!</p>	<p>SONNY'S 100-MT Hybrid Tunnel System</p> <p>OPTIONAL With This Package LAVA SHIELD</p> <p>Wash, Wax, Seal, Tire Shine, & Dry Up To 120 Cars Per Hour!</p>
<p>SONNY'S 130-MT Hybrid Tunnel System</p> <p>OPTIONAL With This Package LAVA SHIELD</p> <p>Wash, Wax, Seal, Tire Shine, & Dry Up To 150 Cars Per Hour!</p>	<p>SONNY'S 80-MT Hybrid Tunnel System</p> <p>OPTIONAL With This Package LAVA SHIELD</p> <p>Wash, Wax, Seal, Tire Shine, & Dry Up To 90 Cars Per Hour!</p>
<p>SONNY'S 130-TF Hybrid Tunnel System</p> <p>OPTIONAL With This Package LAVA SHIELD</p> <p>Wash, Wax, Seal, Tire Shine, & Dry Up To 80 Cars Per Hour!</p>	<p>SONNY'S 60-MT Hybrid Tunnel System</p> <p>OPTIONAL With This Package LAVA SHIELD</p> <p>Wash, Wax, Seal, Tire Shine, & Dry Up To 70 Cars Per Hour!</p>
<p>SONNY'S 125-EDT Hybrid Tunnel System</p> <p>INCLUDED With This Package LAVA SHIELD</p> <p>Wash, Wax, Seal, Tire Shine, & Dry Up To 110 Cars Per Hour!</p>	<p>SONNY'S 60-EDT Hybrid Tunnel System</p> <p>INCLUDED With This Package LAVA SHIELD</p> <p>Wash, Wax, Seal, Tire Shine, & Dry Up To 90 Cars Per Hour!</p>

The Original Mini Tunnel™

Xtreme Tunnel Systems

<p>SONNY'S 50-XTB Xtreme Tunnel System</p> <p>OPTIONAL With This Package LAVA SHIELD</p> <p>Wash, Wax, Seal, Tire Shine, & Dry Up To 80 Cars Per Hour!</p>
<p>SONNY'S 50-XMT Xtreme Tunnel System</p> <p>OPTIONAL With This Package LAVA SHIELD</p> <p>Wash, Wax, Seal, Tire Shine, & Dry Up To 60 Cars Per Hour!</p>
<p>SONNY'S 43-XTB Xtreme Tunnel System</p> <p>Wash, Wax, Seal, Tire Shine, & Dry Up To 50 Cars Per Hour!</p>

Fleet-O-Matic Drive-Through
Car Wash Systems™

<p>FOM 300D 3-TOUCH Drive-Through</p> <p>High volume, up to 55 cars per hour!</p>
<p>FOM 500D 5-TOUCH Drive-Through</p> <p>High volume, up to 55 cars per hour!</p>
<p>FOM 700D 5-TOUCH Drive-Through</p> <p>High volume, up to 55 cars per hour!</p>
<p>FOM 300TB 3-TOUCH Drive-Through</p> <p>High volume, up to 55 cars per hour!</p>



For complete information on SONNY'S Car Wash Equipment view our Tunnel Systems & Equipment Catalog

