



# 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 owning a  
*car wash?*



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



Growing industry  
with up to *72% of  
consumers using a  
professional wash!*



The professional  
car wash industry is  
estimated to be  
worth over  
*\$15 billion  
annually!*



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



The car wash industry  
is growing every year  
*due to consumer  
awareness  
of the environment!*





## Where To **Start?**



### **New Investor Seminar**

The Car Wash Investor Seminar is a single-day introductory course designed to help familiarize both new and existing car wash business owners with the process of operating a car wash — including selecting a location, business financing, equipment selection, maintenance and much more!

**Program Duration: 1 Day**



# How Do I Proceed?



**Sonny's is the unquestioned leader in designing and manufacturing automatic washing equipment for the professional conveyORIZED car wash industry! We have over a 40% market share in the USA! Since 1949, we have been washing cars, building successful car wash businesses and guiding car wash owners from concept 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 wash industry. In fact, we offer a one day "New Investor" seminar as part of our curriculum at our unique CarWash College. In one 8-hour session you will learn about :**

- **History of the industry.**
- **Types of washes.**
- **Current and future trends.**
- **Capital and financing requirements.**
- **Site requirements, site planning, equipment and washing technologies.**



## Step 1: Due Diligence

Business Proforma: Sonny's New Business Development Department has a full staff of experienced car wash professionals who excel at evaluating potential car wash 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 location for existing car wash 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 site to determine if it 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, whether it's a ground up project or a renovation.



## Step 3: Equipment Selection

Once we have an understanding of the site's potential, the next step is to select car wash equipment that will most effectively meet the projected washing volume and provide your customers with a "professional experience". Sonny'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. Sonny's equipment is 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 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 a 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, electrical layouts, 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 on-site training, start-up, 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 leading professional educational program. It provides programs for new investors, executive level management, mid-level management, multi-site management, equipment maintenance, and repair. CarWash College operates campuses in Ft. Lauderdale, FL, and Irvine, CA, delivering hands-on training coast to coast for more than 20 weeks per year.



### Step 8: Diamond Shine®

A leading car wash chemical manufacturer since 1940 is now an integral part of the Sonny's OneWash Complete Car Wash Solution. The unique multi-step Fusion Process provides clean, dry, shiny cars at the lowest price per car.



### Step 9: Mr. Foamer®

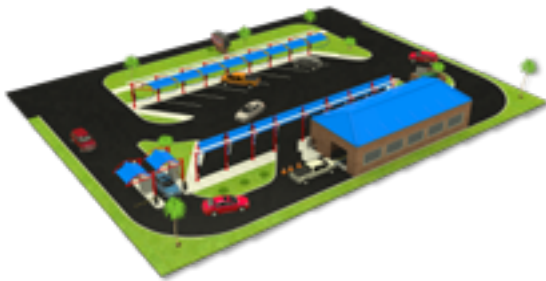
Decades of car wash manufacturing experience led to the industry's most cost effective signage and multifaceted marketing programs. The creative marketing menus and signage help create a unique wash experience and the industry's highest average wash tickets.

## 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-Serve 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 convenience store /gas station and in-bay automatic locations. Multiple vehicles are processed simultaneously to increase throughput with minimal on-site labor.



# Case Study 1:

## Public Storage Adds an Express-Exterior Car Wash Profit Center

### **Shine Auto Wash**

- » **Location** - Burnaby, B.C.
- » **Tunnel Length** - 180 ft.
- » **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 meatpacking 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 meatpacking plant to public storage and the business was successful from the beginning. There was leftover 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 and 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*



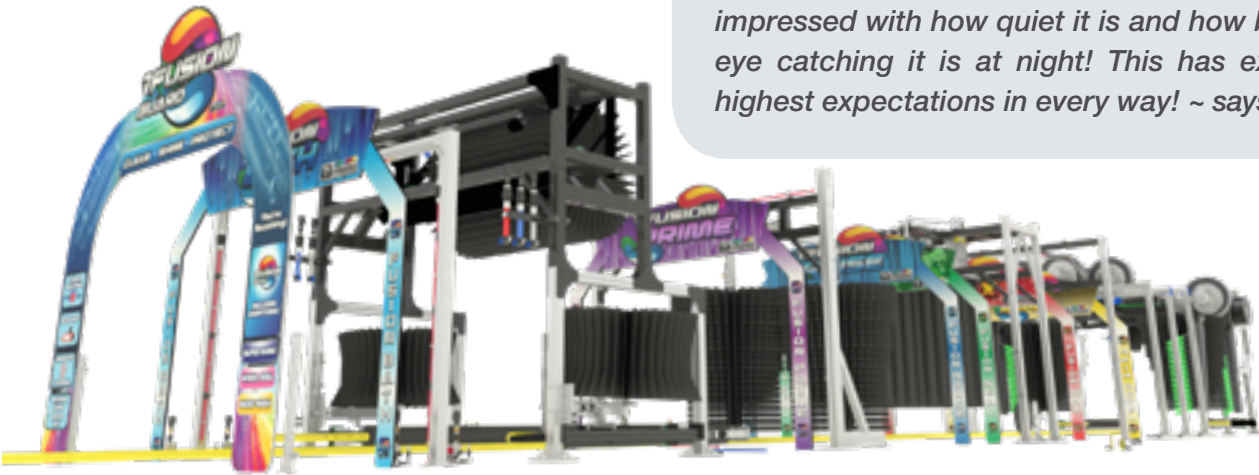


As they began their due diligence, proformas were prepared to project the site's potential volume for car washing. It was determined the potential volume was high so a long tunnel would be needed to capture the business. There were zoning issues with noise levels as well as traffic issues within the 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 Car Wash

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, AZ. 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. 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 2:

## New Construction First-Time Owners

Plan Quick Expansion to  
3 Express-Exterior Locations

### 3-Minute Express Car Wash

- » **Location** - Goodyear, AZ
- » **Tunnel Length** - 165 ft.
- » **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





# Case Study 3:

## Waffle House

### Conversion to an Express-Exterior Car Wash

#### Quiky Car Wash

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







# Quiky — Car Wash

## 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 Car Wash. 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 2,000 members active in our club!” ~ Rodney Cegelski – Quiky Car Wash*

”

# 100' Tunnel System







## Eight **Powerful** Solutions. All in **One** Place.

### Consulting



**INVEST  
WITH  
CONFIDENCE**

Expert guidance to help you go from breaking ground to ground-breaking performance.

### College



**MASTER  
YOUR  
TRADE**

Comprehensive hands-on training to plan, manage, maintain and grow your business.

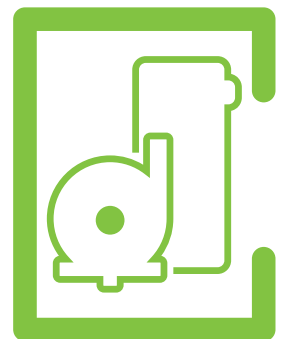
### Equipment



**WASH  
MORE  
CARS**

Trusted leadership from the world's largest manufacturer of conveyorized car wash equipment.

### Vacuums



**SET IT  
AND  
FORGET IT**

The industry's best-selling central vacuum with professional grade durability to maximize uptime.

## Eight Powerful Solutions.

Sonny's OneWash™ is the only complete suite of car wash business solutions designed to simplify the operation and management of any sized car wash business.

## Industry Leadership

Sonny's is a true US-based manufacturer and sells more tunnel equipment than anyone in the world. This allows Sonny's to be instantly market-responsive with higher-quality equipment, game-changing innovations, and outstanding service.

## Unmatched Expertise

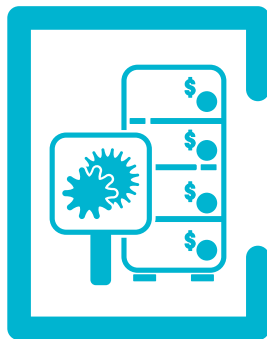
Sonny's has been washing cars since 1949, and our network of car wash professionals has more than 850 years of combined experience to help clients solve real-world business challenges.

### Controls



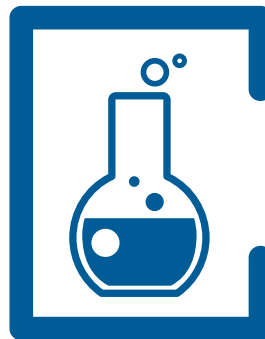
**DRIVE  
BUSINESS  
FORWARD**

### Marketing



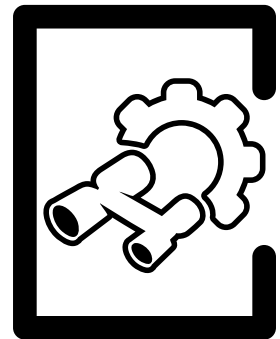
**WIN  
EVERY  
CUSTOMER**

### Chemistry



**MAKE  
CARS  
SHINE**

### Parts



**KEEP  
ON  
WASHING**

Complete car wash management technology to deliver efficiency and profitability across your locations.

Capture, upsell, and retain your unfair share of customers with Mr. Foamer®.

The most convenient and accurate way to deliver a clean, dry and shiny car from Diamond Shine®.

12,000 parts in stock for immediate delivery to support your business with inventory for 14 OEMs.

# Why

## Choose Sonny's One Wash?



### **1. INDUSTRY LEADERSHIP**

Sonny's sells more car wash equipment than anybody in the world, allowing us to provide higher-quality equipment, game-changing innovations, and outstanding customer service

### **2. HANDS-ON EXPERTISE**

Washing cars since 1949, our people are real car wash industry insiders. When you choose Sonny's, you're aligning your business with a team of experts that can help you understand the market, position accordingly and get your unfair share.

### **3. IN STOCK FOR IMMEDIATE DELIVERY**

With the industry's largest inventory of car wash equipment, parts and supplies designed and built in the USA, Sonny's has what you need to get started or keep your business running.

Sonny Fazio's first car wash in  
Boston Massachusetts



# Top 10 Reasons

More ConveyORIZED Car Wash Operators Choose Sonny's Than Any Other Manufacturer in the World!

## 1 We Really **Are #1**

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.

## 2 Washing Cars **Since 1949**

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.

## 3 Financial Strength & Security

Sonny's is repeatedly recognized with Dun & 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.

## 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 6 p.m. 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 The Complete **Car Wash Solution**

To deliver top value and improve your bottom line, you need a complete suite of car wash business solutions. Sonny's OneWash™ gives you the tools required to simplify your operations and return your focus to what matters most- our success.



Eight **Powerful** Solutions.  
All in **One** Place.

Consulting	College	Equipment	Vacuums	Controls	Marketing	Chemistry	Parts
							
<b>INVEST WITH CONFIDENCE</b>	<b>MASTER YOUR TRADE</b>	<b>WASH MORE CARS</b>	<b>SET IT AND FORGET IT</b>	<b>DRIVE BUSINESS FORWARD</b>	<b>WIN EVERY CUSTOMER</b>	<b>MAKE CARS SHINE</b>	<b>KEEP ON WASHING</b>

***The Tunnel Experts™***



**1-800-327-8723**

[www.sonnysdirect.com/onewash](http://www.sonnysdirect.com/onewash)