



The
PROFESSIONAL
CAR WASH GUIDE for
AutoDealers

Is Your Car Wash Program on Target?



Conveyorized tunnel washes are used by professionally owned car washes worldwide!



We know Auto Dealers face *unique challenges* with washing cars. Lot cars must be kept clean; service vehicles must be washed prior to being returned to customers; and many dealerships are operating multiple brands from a single site creating a lot of cars that need washing. These factors *create a crunch* in the washing and detailing department.

Auto Dealers are looking for *new and different ways* to address these issues. In-bay automatic style machines cannot meet the demand today's dealerships require. Tunnel car washes are not only the fastest, safest, and most efficient method of washing vehicles; they can also operate automatically and with minimal labor. Add a conveyor to the tunnel wash and *consistency and throughput* will increase substantially.

Looking to take this a step further? Your car wash program can be converted from a *cost center to a profit center* by opening your facility to the public. Promotions like unlimited wash clubs can be sold or included with new car purchases, not only *driving revenue at the wash*, but increasing business for the dealership via service and new car sales.

- Cut labor expenses
- Boost CSI (Customer Satisfaction Index)
- Track car wash expenses by department / dealership
- Increase throughput
- Improve wash quality
- Create Profit Center,
- Monthly Subscriptions
- Bundle Marketing

Option

Professional Conveyorized Tunnel Car Wash: A Stand-Alone Profit Center

A high-volume professional express exterior car wash featuring free vacuums, automated pay stations, and a gated entry can be a huge money-maker on its own! The perfect complement to your dealership experience, it presents incredible bundle marketing opportunities for the service and sales departments to drive repeat business. Better still, available monthly subscription unlimited wash programs not only bring your customers back to the dealership but also attract new customers onto your property, increasing the visibility of your inventory while driving incremental revenues.

Generate Incremental Revenue:
Draw New Business to Your Dealership



Option

Conveyorized Tunnel Car Wash: For High Volume and Cost Efficiency

When you are faced with an ever-increasing need to improve your CSI while effectively managing labor and costs, a conveyorized wash will smooth out the peaks, meeting the highest demands safely and efficiently. Mini tunnels are labor-efficient, produce clean, dry, and shiny cars in as little as 40 ft. of space, and maximize cost efficiency!

**Boost CSI &
Cut Labor Expense**

Option

Drive-Thru Car Wash: For Professional Service

Slash labor costs and improve consistency and throughput with a Sonny's high volume space saving drive-thru fleet wash. These affordable, cost-efficient systems are designed to reduce expenses and deliver a clean, dry, and shiny car to improve your customer satisfaction ratings!

Professional
Car Wash Systems For All



Option

ConveyORIZED Tunnel Car Wash A Stand-Alone Profit Center

Dave Wright was driven to explore new ways to grow his business and sought innovative ways to keep his customers coming back for service and parts. Dave had excess land adjoining his Nissan dealership in Cedar Rapids, Iowa. With the extra land, Dave was hoping to build a concept that could increase revenues, tie customers to the dealership, and bundle his products and services into a sustainable automatic monthly income generator.

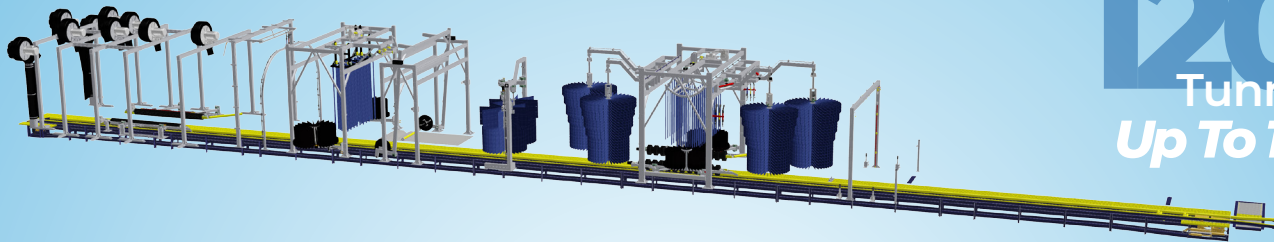
He had experience with express exterior car washes that sold monthly unlimited subscriptions to their customers, and he felt this model would be a promising way to keep in front of his customers. Dave contacted Sonny's The CarWash Factory to discuss the concept and learn how others were implementing subscription-based plans for their businesses. After attending CarWash College's New Investor Seminar, Dave was convinced that this was an idea worth exploring, so he had Sonny's complete a site analysis and create a proforma for his business plan before committing to building the car wash.

"I love the express exterior business model – the high volume potential, minimal labor, free vacuums, and quality wash that creates a high-end experience – is very interesting. I feel that our customers are keeping their cars longer by investing in their care, so we need to be a part of that equation. When we saw the potential in this model, we knew we had to pursue it!"

The wash opened in 2017, but it's already serving thousands of happy customers per month! In just a few short months, they have over 1,000 monthly subscribers to "Wright Wash" and it is having a positive impact on many areas of the dealership!

"We are thrilled with the response from our customers. We're growing a new profit center, learning creative ways to bundle services into contracts that are sold during the sales and service processes. We're truly creating win-win programs for our customers and our dealership and Sonny's was incredibly helpful to us all the way through the process. They worked with our architects, trained our management team at the CarWash College, and they continue to provide support in the form of local service and, of course, the chemicals that produce such great results!"

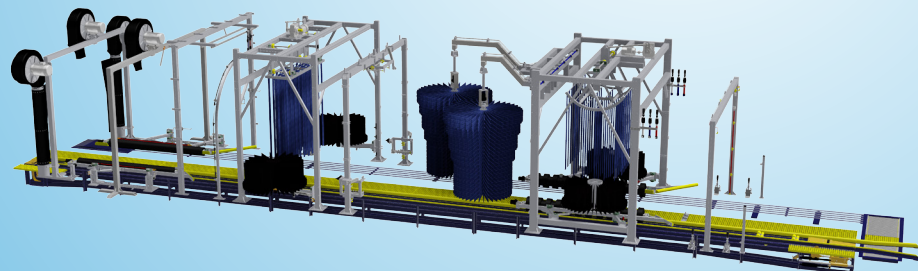




120'
Tunnel System
Up To 130 Cars Per Hour!



90'
Tunnel System
Up To 100 Cars Per Hour!



60'
Tunnel System
Up To 70 Cars Per Hour!

Option

1

Conveyorized Tunnel Car Wash A Stand-Alone Profit Center

Skip Weber is a third generation automobile dealership professional. With four locations in the greater St. Louis area, the Weber group is constantly looking for ways to offer better service and increase customer retention. Skip is considered both an innovator and an early adopter. Billy Navarre, a member of Skip's group, shared details of his dealership's standalone oil change and express car wash in Lake Charles, LA.

The concept struck a chord with Skip. The service area in his Columbia, IL store was close to maximum capacity due to both vehicle service work and a very strong oil change business. He reasoned that a car wash and oil change combination could accomplish two things:

First, a separate oil change facility would free up service bays for repair work. Second, the oil change and car wash could serve as a referral source for future service business. The installation of quick check alignment machines would enable technicians to present customers with a quick assessment of the alignment of their vehicles and the quality of their tires. Anyone needing an alignment or new tires could be scheduled right away. The car wash was a logical addition since it's used not only internally, but as a tool to attract new customers and introduce them to Weber's dedicated team and great customer service.

For Skip, it is all about customer retention. If you "offer everything your customers need to maintain their vehicles, delivered with great service, they don't have any reason to go anywhere else." The same holds true for new customers. If we can get someone in the first time we feel like we can win them as customers.



Weber had existing land next to the Columbia dealership. Skip was interested in Sonny's based on the 20 Group presentation he had seen. A visit to the car wash factory in Florida sealed the deal and construction on the oil change and car wash commenced in the fall of 2016.

Weber Wash & Lube opened in the summer of 2017. "The wash quality has exceeded our expectations and it has been very well received by our customers. In fact, they absolutely love it! One of the most popular aspects of the wash is our Unlimited Wash Program. For one low monthly fee they can wash their cars as often as they like.

As a management team, we're still learning the car wash business. We are constantly developing new ways to integrate our car wash and quick maintenance services to better serve our customers. There is still more for us to learn, but we are very pleased with the support that we continue to receive from Sonny's team of experts. They have been with us every step of the way, and their involvement was instrumental in the opening of Weber Wash and Lube. Stay tuned – we will likely do this again!"



Option

2

Conveyorized Tunnel Car Wash for **HIGH VOLUME** & COST EFFICIENCY



Dealerships today face many challenges and washing cars has become an important part of improving and maintaining a positive CSI. When you're washing thousands of cars per month, cost-efficiency is of key importance. To keep these costs under control, you've got to manage your labor, machinery, and consumables to make sure that your wastewater is being treated in an environmentally-responsible manner.

Pat Allen, Detail Manager at Atlanta Classic Cars, combines his past experience of owning and operating a professional car wash with his current position. Pat oversees a Sonny's 70 ft. tunnel that washes all new and service vehicles – over 300 per day – and has developed a process that allows service techs to load and remain in the cars to complete their interior work orders while in the car wash! The conveyorized Sonny's tunnel has allowed ACC to wash twice as many cars with two thirds of the personnel required to wash these cars by hand.

“The consistency and quality the tunnel provides is fantastic. We are washing hundreds of cars every day, all safely and at a very low cost per car. The speed of the conveyor allows us to keep up with the increased demand that we experience from time to time – it's the professional choice.”

Auto Dealer Car Wash Case Study: Atlanta Classic Cars



Auto Dealer Atlanta Classic Cars reduces overall car wash service labor while washing 150-200 cars per day with car wash tunnel equipment from Sonny's The CarWash Factory.

You Tube View this video on
our YouTube Channel

Option

2

Conveyorized Tunnel Car Wash for **HIGH VOLUME & COST EFFICIENCY**

Dealerships today are bigger than ever featuring multiple brands and maintaining ongoing service business is a top priority for most. These factors, along with increased labor costs, create a need to wash more cars quickly. A short conveyorized tunnel will help you meet the demand of your car washing needs, save labor, and consistently deliver a quality car wash to your customers. This is what drove Lauderdale BMW to revamp their wash program. They had simply outgrown their previous car wash and could not produce the volume of washes they needed to meet the demand. Sonny's helped them analyze their needs along with the space and utilities they had available. A 72 foot conveyorized tunnel was designed specifically for them, and now they are able to keep up with their car washing needs.





How is a **CONVEYOR** better than a **Drive-Thru?**

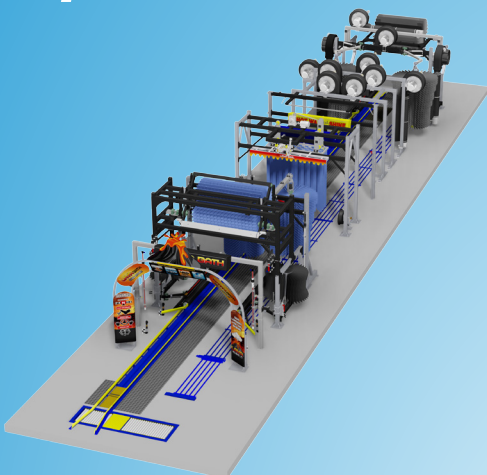


Many dealerships utilize drive-thru tunnels for their car washing needs, however adding a conveyor creates several distinct advantages as volume needs increase. First - Consistency. The biggest downside to a drive-thru unit is it requires the driver to slowly and consistently drive the vehicle through the wash. This requires training and patience. As time pressures build, it becomes difficult to ensure that the wash process is not rushed.

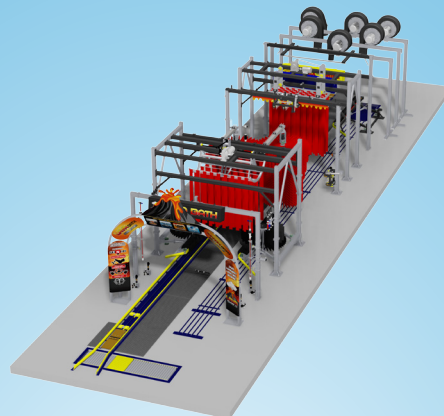
Second-Safety. Once the driver begins to speed through the wash, damages can occur to both the wash equipment and the vehicle.

Third - Quality. Consistent speed allows for the equipment to be precisely dialed in creating the best possible wash. The addition of the conveyor allows for all of these issues to be addressed. While it does represent an additional cost in both equipment and construction, it may be well worth the investment.

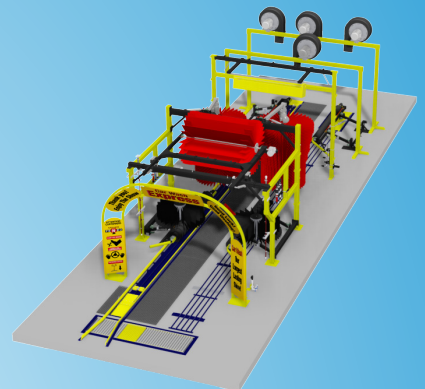
80'
Tunnel System
Up To 90 Cars Per Hour!



60'
Tunnel System
Up To 70 Cars Per Hour!



43'
Tunnel System
Up To 60 Cars Per Hour!



Option

3

Drive-Thru Car Wash for: Professional Service



Located in Gwinette, GA, Hennessey Lexus Ga is a state-of-the-art dealership trying to provide the utmost in customer service, increase their CSI and meet the high expectations of their customers in a cost effective manner. Gwinette is an upscale area near retail trade, so space is limited and costs run high.

Given these unique limitations, Hennessey's Service Director Kenny Smith, Car Wash Services of the Southeast, and Sonny's the CarWash Factory put their heads together to develop a plan to build the new car wash into the roof area of the parking garage. Sonny's Fleet -O-Matic drive-thru 700 was selected to address the dealership's high volume, low footprint requirements. Kenny also wanted an opportunity to upsell his customers by offering them Hot Wax and Tire Shine for a fee with their complimentary washes at time of service.

The Sonny's Fleet-O-Matic is the perfect choice for Hennessey, as it provides a consistently high quality wash in less than two minutes. Hennessey provides a great working environment for the car wash and detail team – the drivers are trained, the equipment maintained, and the quality of the chemicals is set at a professional level.

“The concept of using professional-grade equipment and chemicals is not new! It's done at the highest quality professional car washes in our local market; we have simply adopted the same philosophy and our customers love it! It's super convenient for them, they enjoy having it done here at the dealership and we love providing the service for them. We are getting great results from the Hot Wax and Tire Shine, and the department is well on its way to becoming a profit center!”, relates Smith.

Auto Dealer Car Wash Case Study: Hennessy Lexus



Gwinnett, GA auto dealer Hennessy Lexus maximizes the use of their lot by installing a Sonny's Fleet-o-Matic automatic car wash system on the top floor of their parking garage. Sonny's Fleet-o-Matic car wash equipment is trusted by auto dealers nationwide to provide efficient, consistent, and quality car washes that help businesses control labor cost and boost customer satisfaction.

You Tube View this video on
our YouTube Channel

Option

3

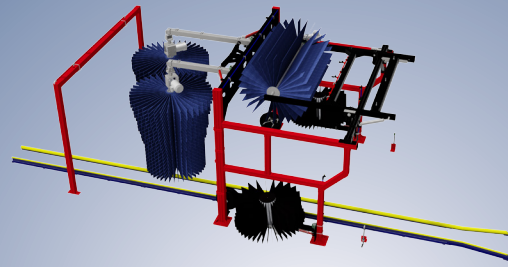
Drive-Thru Car Wash for: Professional Service

Sonny's Fleet-O-Matic drive-thrus are the industry leading workhorses engineered and manufactured to wash hundreds of cars safely and reliably on a daily basis. The Fleet-O-Matic line will cost-effectively wash hundreds of thousands of cars, giving your company a reliable solution to wash your entire fleet and service customers with minimal labor!

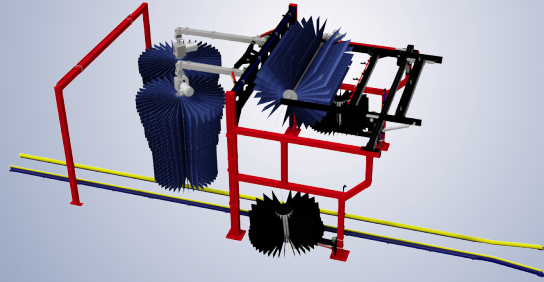
Pines Subaru/Lexus loves the reliability of the Sonny's drive-thru car wash so much they bought not one, but three! The drive-thru units were designed to fit in their service center, and customized for their specific needs. Sonny's drive-thru packages offer many options like high pressure wheel cleaning, online wax application, spot free rinse, and air dryers. Just pick and choose the options that work for you.



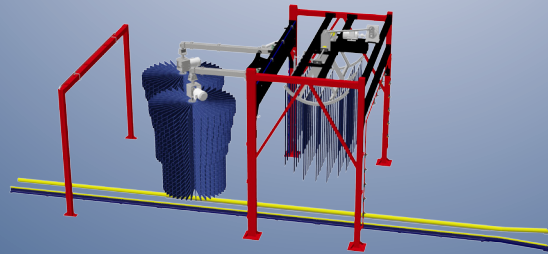
7 Touch
Drive Thru System
Up To 55 Cars Per Hour!



5 Touch
Drive Thru System
Up To 45 Cars Per Hour!



3 Touch
Drive Thru System
Up To 35 Cars Per Hour!



“ We wash thousands of cars at our dealership every month. We have three Sonny’s Fleet-O-Matic DT 7000 series machines. We wash all of our service cars, rental fleet and our inventory! The machines are extremely cost effective and reliable, we have owned them for years! Our CSI is critical to the success of our dealership. We have been believers in car washing for a long time. The Sonny’s machines allow us to return all of our cars to our customers clean, dry, and shiny! ”

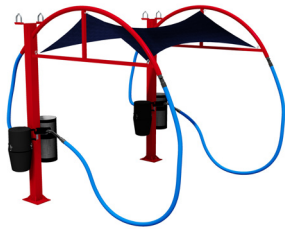
Tony Luizzi

Operations Manager, Pines Lexus/Subaru



Options & Additions

Vacuum Stations



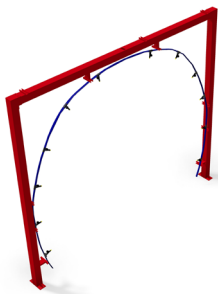
Free vacuums are a huge customer draw at any Express Wash, or they can be used by your employees to quickly and conveniently vacuum cars. Available as either a central vacuum system allowing for multiple stations on one vacuum; or individual stations, Sonny's will configure a system that will work for you.

Car Wash Business Point of Sale



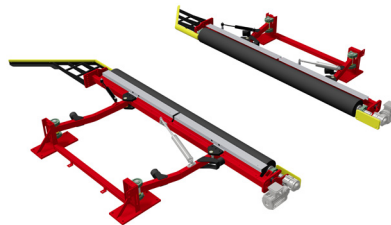
Sonny's POS is a full-featured Point of Sale (POS) system that helps you grow your car wash business. Designed exclusively for the car wash industry, this system helps you control your cash and employees and also provides loyalty and discount programs to keep your customers coming back.

Spot Free Rinse



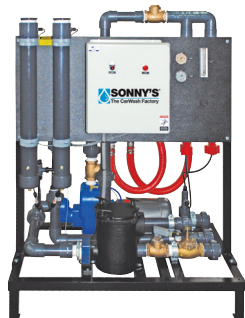
Utilizing a Reverse Osmosis System (RO) to remove the minerals and deposits from city water will leave your cars shiny! Any residual water that is left on the vehicle, or runs out of a crevice, will not leave spots, thus reducing the need for towel drying.

Tire Shine



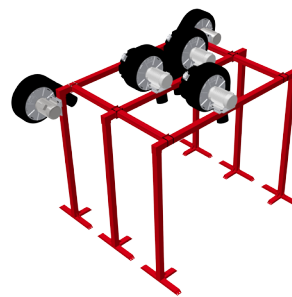
Increase customer satisfaction and revenue while reducing labor and chemical costs on tire dressing with Sonny's Tire Seal Machine.

Water Reclaim System



Water is a precious, limited resource that can be very expensive in many areas. Conserve and recycle up to 90% of your total water usage with Sonny's Reclaim System – reducing your water bill by up to 90%.

Air Dry Systems



Sonny's Air Drying Systems include a unique unibody plastic blower housing which has no seams or plastic welds that are prone to cracking. Scrolled housing design allows for maximum drying performance. Add Sonny's Gator to instantly control airflow and save electricity.

Automated Pay Station



Sonny's Automated Pay Stations give you the convenience, security and innovation to improve your throughput and monitor your cash without needing an employee. Multiple options are available to process club plans and fleet accounts with options to upgrade for additional revenue.

Custom Signage



Sonny's Custom Signage allows you to display your menu in a format that is easy for customers to understand. The prices of your car wash packages are applied in removable vinyl film that allows for quick and easy pricing changes.

TOP 10 REASONS

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

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.





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.

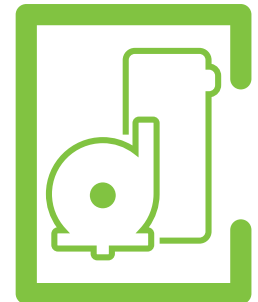
Equipment



**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.

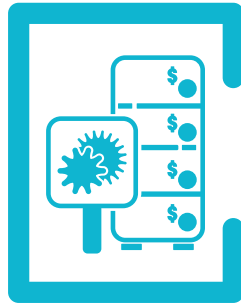
Controls



**DRIVE
BUSINESS
FORWARD**

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

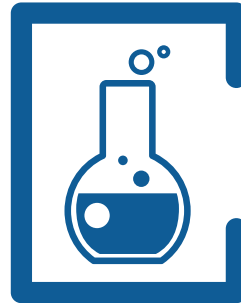
Marketing



**WIN
EVERY
CUSTOMER**

Capture, upsell, and retain your unfair share of customers both onsite & online.

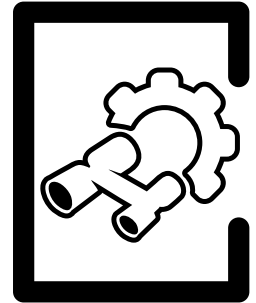
Chemistry



**MAKE
CARS
SHINE**

The most convenient and accurate way to deliver a clean, dry and shiny car.

Parts



**KEEP
ON
WASHING**

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

Wash Smart.

WASH MORE CARS

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



Equipment



Learn More Now
www.sonnydirect.com/onewash



The Tunnel Experts™

800.327-8723