



PROFESSIONAL CAR WASH GUIDE

FOR PETROLEUM AND C-STORE OPERATORS



The Tunnel Experts™

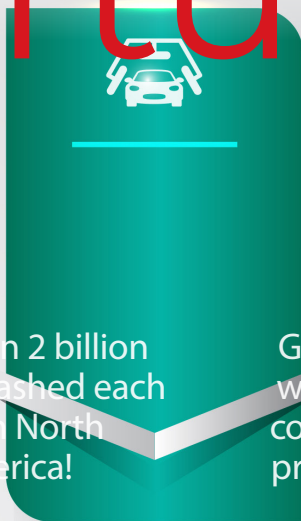
 **SONNY'S**
The CarWash Factory

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!



Professional industry is growing



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



“After 3 Years, we’re washing 10,000 cars per month and making more money from 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**?

Sonny's POS Car Wash Management System



Sonny's POS: Fuel Pump Integration

Sonny's POS fuel pump integration seamlessly communicates with gas station POS systems in order to issue one-time use codes either at the pump or in the store.

With Sonny's Car Wash Controls, you can sell with ease from a pay station, inside the gas station, and now at the pump. The back office mobile web platform will track and report on all codes, keeping your fingers on the pulse of your wash anytime, anywhere. Utilizing industry standard protocols, Sonny's POS can also communicate with most major gas station POS systems.

What's more, Sonny's POS multi-site structure makes it easy for customers to purchase a wash at one off-site station and redeem it later at a different location.



Increase Revenue At The Pump



Increase Revenue At The Pay Station



Increase Revenue Inside Your C-Store



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 on-site 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 car wash, at the pumps, and inside the store, more than you could imagine.



How Do I Proceed?



Sonny's is the unquestioned leader in designing and manufacturing automatic washing equipment for the professional conveyerized 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 Car Wash 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 pro forma: 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 pro forma 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 pro forma 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 pro forma. The detailed projections contained in the pro forma will serve as a basis for budgeting. The pro forma serves as the backbone of your business plan and will help you acquire financing for your new business.



Step 5: Financing

The pro forma 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.



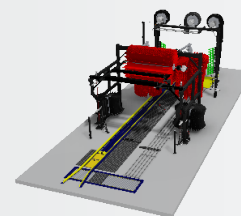
Step 9: Mr. Foamer®

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.

Option 1:

In-Bay Conversion

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

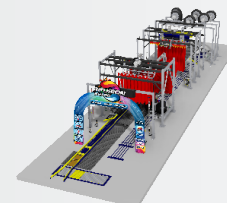


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Option 2:

Professional Tunnel With C-Store

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

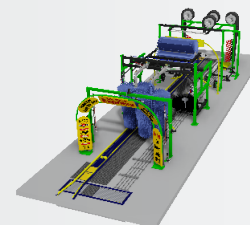


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Option 3:

Professional Express Adjacent to C-store

"We feel the brand leverage gained with the Ride'N Shine Express washes will spur additional sales of fuel and soft goods, driving our brand recognition"

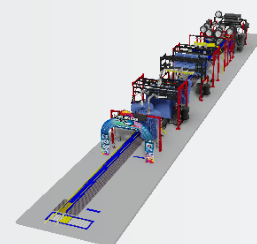


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Option 4:

Stand Alone Express Car Washes. Building the GATE Brand

"The team at Sonny's has been a tremendous resource as we moved our car wash operations from an ancillary service at our convenience stores to a primary business."

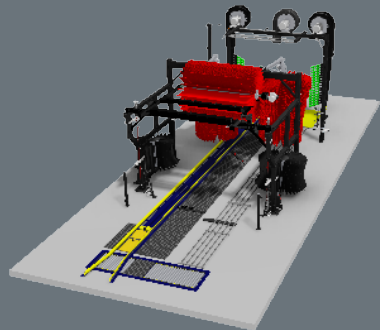


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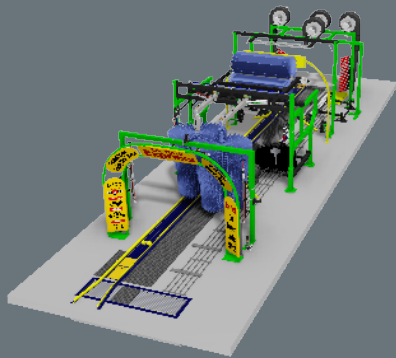


Option 1: In-Bay Conversion

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 pro forma, 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 pro forma. 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 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 ”

“ 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 pro forma now! - Andrew 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 pro forma!

Option2:

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.

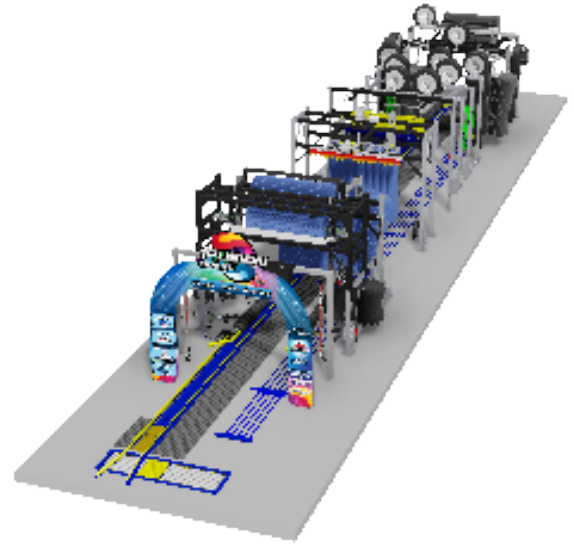
The principals of Crown Mart recognized the success of their first location and quickly moved to expand their car wash brand. Their second tunnel was a 46' conversion of one of their existing locations. They have continued to build other new locations and are currently working on their 4th location this 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

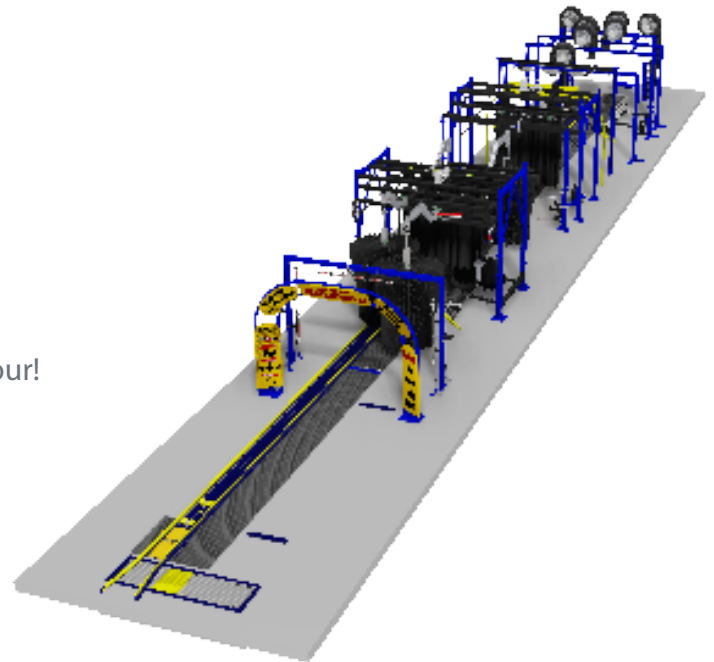
80' Tunnel System

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: Spinx Petroleum

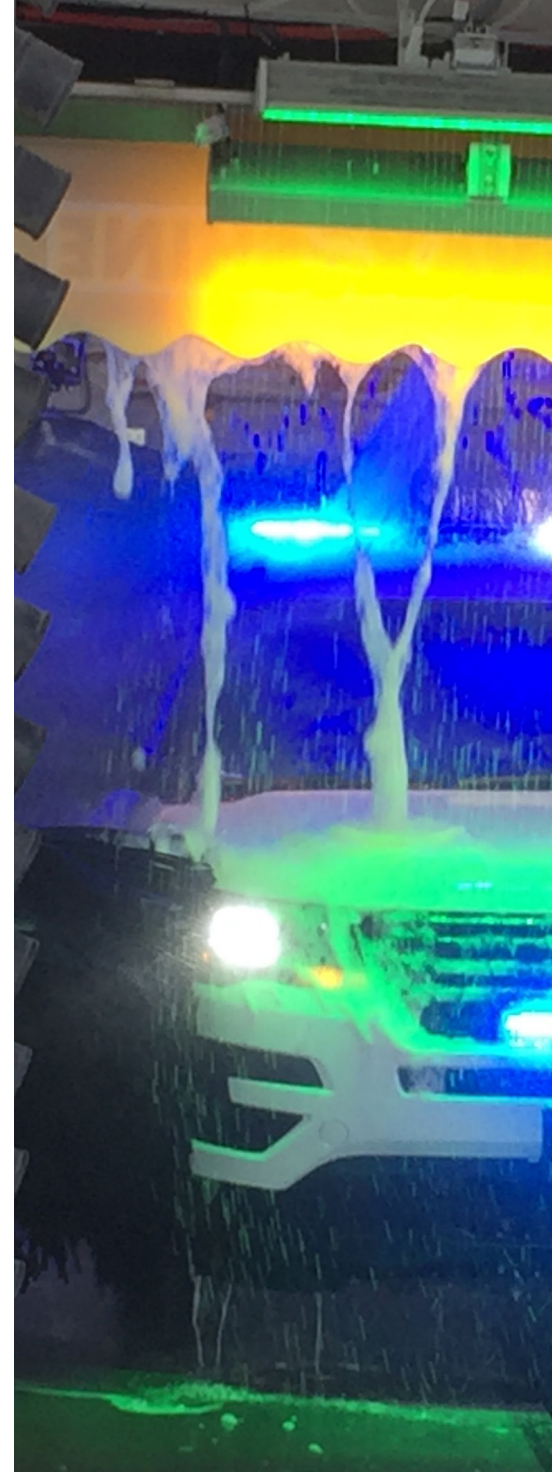
Stewart Spinx, founder and CEO of Spinx Petroleum based in Greenville, SC with 81 gas/c-stores in Carolinas, wanted to grow and diversify his business. Founded in 1972, Spinx is passionate about his team-oriented, customer-focused company and always seeking to improve services for his customers and community. Stewart and his Director of Merchandising, Brian Zeiger, both loved their automatic car wash business but they felt there may be something more so they began to investigate the professional car washing industry.

Their research led them to Sonny's The CarWash Factory where they began to learn about the "Express Exterior" business model. The model's high-volume washing with minimal labor requirements fit their wishes. The executives really felt the monthly subscriptions and the proximity of their stores could bring great value and convenience to their customers!

While attending a Sonny's New Investor seminar and after a factory visit, they asked Sonny's New Business Department to conduct site analyses on over a dozen properties they held. Spinx was evaluating whether these sites should be c-stores or potentially Express Exterior professional standalone car wash businesses.

The Sonny's team and its distributor Car Wash Services South East analyzed the potential of the sites providing a business pro forma for each, forecasting costs, revenues and profits. Spinx then organized the sites into what they felt would be better car wash sites than oil/c-store sites based on location of their other stores and competition. Eight sites were selected for car wash and due diligence, architectural and permitting procedures began at once!

Today, Spinx has their first Express Wash up and running and they are pleased with the results! It's actually outperforming the Sonny's projections! Sites 2 and 3 are in the construction process with 4 more to follow! Spinx has sent key car wash personnel and management members of their team to Sonny's CarWash College for hands on training at multiple levels!



“ We feel the brand leverage gained with the Ride’N Shine Express washes will spur additional sales of fuel and soft goods, driving our brand recognition ”

- Stewart Spinx, Spinx Petroleum



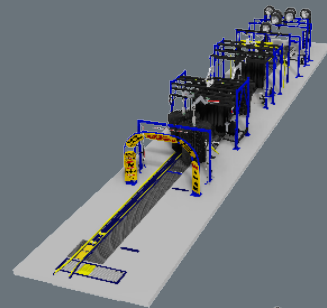
Option 3:

Professional
Express Adjacent To C-Store

100'

Tunnel System

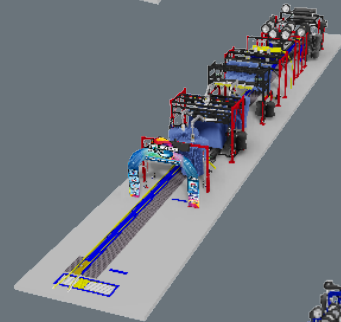
Up To 110 Cars Per Hour!



125'

Tunnel System

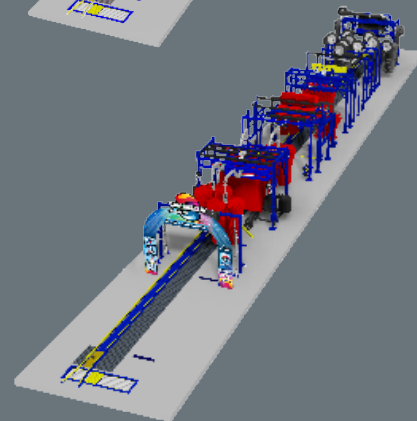
Up To 130 Cars Per Hour!



135'

Tunnel System

Up To 160 Cars Per Hour!



Option4:

Professional Stand alone EXPRESS Carwashes. Building the GATE brand

CASE STUDY: **GATE EXPRESS Carwash**

Founded in 1960 by Herbert H. Peyton, GATE Petroleum Company is a heavily-diversified company headquartered in Jacksonville, FL. GATE operates within a variety of industries including retail convenience stores, car washes, fleet and fuel services, real estate, hospitality and construction materials.

In late 2016, after years of operating a number of in-bay car washes at its convenience stores throughout the Southeast, GATE announced the introduction of GATE EXPRESS Carwash, a new business unit for the company that builds and operates freestanding, express tunnel car washes throughout Northeast Florida.

The GATE EXPRESS Carwash locations feature a 125- to 145-foot tunnel system and state-of-the-art technology that provides a top-quality car wash in under three minutes. The tunnel accommodates between five and seven automobiles at a time that are moved through the wash along a conveyor system. Once the GATE EXPRESS Carwash is complete, drivers have the option to pull their vehicles into one of the numerous vacuum bays and utilize the free vacuums.

As GATE began the development of its new car wash business, it selected Florida Car Wash Services and Sonny's as its strategic partners. While GATE had previous experience operating in-bay car washes, Florida Car Wash Services and Sonny's provided valuable insight and guidance in areas ranging from site evaluation and pro forma analysis to equipment selection and marketing support. The support from its partners allowed GATE EXPRESS Carwash to quickly ramp up operations.

“ The team at Sonny's has been a tremendous resource as we moved our car wash operations from an ancillary service at our convenience stores to a primary business. ”
— said Hill Peyton, President of GATE EXPRESS Carwash.

“They have been with us each step of the way, helping to make sure we are making strategic, cost-effective decisions at every step in the process. ”

Less than two years since announcing the formation of the car wash business, GATE EXPRESS Carwash already has three facilities operational and three more scheduled to open by early 2019. In addition, the company has 15 sites in development throughout Northeast Florida.





Eight Powerful Solutions. All in One Place.

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 – your success.

Consulting	College	Equipment	Vacuums	Controls	Marketing	Chemistry	Parts
INVEST WITH CONFIDENCE	MASTER YOUR TRADE	WASH MORE CARS	SET IT AND FORGET IT	DRIVE BUSINESS FORWARD	WIN EVERY CUSTOMER	MAKE CARS SHINE	KEEP ON WASHING
Expert guidance to help you go from breaking ground to ground-breaking performance.	Comprehensive hands-on training to plan, manage, maintain, and grow your business.	Trusted leadership from the world's largest manufacturer of conveyorized car wash equipment.	The industry's best-selling central vacuum with professional grade durability to maximize uptime.	Complete car wash management technology to deliver efficiency and profitability across your locations.	Capture, upsell, and retain your unfair share of customers both onsite & online with Mr. Foamer®.	The most convenient and accurate way to deliver a clean, dry and shiny car with Diamond Shine®.	12,000 parts in-stock for immediate delivery to support your business with inventory for 14 OEMs.

Learn More
at www.sonnysdirect.com/onewash

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 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—your success.



Eight Powerful Solutions.
All in One Place.

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

The Tunnel Experts™



1-800-327-8723

www.sonnysdirect.com/onewash