



AUTO DEALERS

CAR WASH PROFIT CENTER INVESTOR GUIDE



Make CarWashing Easy™

SonnysDirect.com | 800-327-8723



Make CarWashing Easy™



**INVEST
WITH
CONFIDENCE**



**MASTER
YOUR
TRADE**



**WASH
MORE
CARS**



**DRIVE
BUSINESS
FORWARD**



**UNLOCK
OPERATIONAL
EFFICIENCY**



**MAKE
CARS
SHINE**



**OPTIMIZE
EVERY
DROP**



**MAXIMIZE
CUSTOMER
EXPERIENCE**



**WIN
EVERY
CUSTOMER**



**INCREASE
YOUR
TICKET**



**LEVERAGE
LOCAL
SUPPORT**



**KEEP
ON
WASHING**



Why Choose

SONNY'S THE CARWASH FACTORY

Maximum Profitability

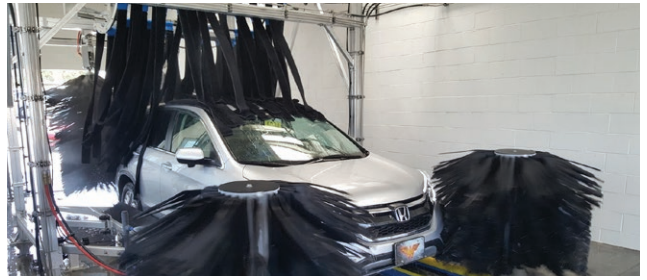


Boost Your CSI

We understand that CSI scores play a large role in shaping your dealership's success. A car wash facility not only elevates customer satisfaction but also fosters lasting connections and loyalty. By seamlessly integrating this amenity, you not only attract new clientele to your lot, but also ensure repeat business, leading to a sales revenue growth. Transform your dealership into a profit center by capitalizing on the dual benefits of heightened customer experience and increased profitability with a cutting-edge car wash.



Scan to
Learn More



World's Largest CarWash Manufacturer

Sonny's twelve lines of business – Consulting, College, Equipment, Controls, Backroom, Chemistry, Water, Vacuums, Marketing, Signage, Service, and Parts create the industry's first and only complete car wash management suite designed to promote the growth of your businesses.



Pro Forma Projections

Evaluate when your business will break even and develop a growth plan. Determine tunnel length and equipment package needed to support volume projections.



Trusted Experts

We'll connect you with a local expert to assess the capabilities of your car wash equipment, ensuring that each component works as expected and delivers consistent, high-quality results.



Car Wash Equipment Audit

Our expert Consultants provide local resources to evaluate your equipment, analyze chemistry, wash quality, and provide you with a written report –complete with suggestions on how to help you operate efficiently.

For More Information Visit
SonnysDirect.com

Drive Business to Your Dealership



Attract New Business



Boost CSI



Retain Existing Customers



Drive Additional Revenue



Gather Customer Data



Drive Customer Loyalty



RETHINK YOUR PROFIT POTENTIAL

OPTION 01



Stand-Alone Retail

Conveyorized Car Wash Profit Center

A tunnel perfectly complements your dealership experience and is a huge money-maker. As a retail wash, you not only bring your customers back to the dealership but you also attract new customers to your property. With monthly wash subscriptions or bundle marketing promotions from the service and sales departments, you will drive loyalty and repeat business. This option features **express exterior wash equipment**, free vacuums, and automated pay stations with a gated entry.

OPTION 02



Service Center

High Volume, Cost Efficient Car Wash to Boost CSI

In as little as 40ft, a mini tunnel is labor-efficient and produces more than 50 clean, dry, and shiny cars in under an hour. Rather than having to hire a large staff for a few hours a day, this system smooths out the peaks of the high-volume time of the day with limited staff needs. Manage your labor, operation costs and maximize your capacity.

OPTION 03



Detailing Center

Reduce Labor Costs and Standardize Excellence

Improve labor efficiency to detail more cars per man hour by controlling the pace of your express detailing service. Elevate customer satisfaction by delivering a consistent service in a reasonable amount of time to increase profits and CSI.



OPTION 1

STAND-ALONE RETAIL CAR WASH

Increase Sales Revenue and Customer Retention



Drive Business with Monthly Memberships

1 Automated Gated Entry

Customers entering the site are scanned by the License Plate Recognition. If they become a member, their license number is synced to their account for automatic entries in the future. If they purchase a single service the system stores their information and activity history to later serve promotions.

2 Unique In-Tunnel Experiences

Customers load on to the tunnel on a belt with no wash labor. Lighting and foam themes align to each package providing unique experiences for visitors.

3 Maximize Customer Satisfaction

Complimentary self-serve vacuums are a common perk that is extremely important to customers. Vacuums maximize customer satisfaction and increase repeat business.

4 Operational Efficiency

Operational Efficiency" to: Customer information gathered at the Pay Station is stored in your Back Office software and can be used to serve tailored messaging to customers based on visit their patterns and your marketing objectives. Track conversions, churn, preferred services, and more.

Increase Recurring Profits

Ongoing Revenue

Incorporate a car wash into the total dealership experience as a key part of profit generation and cost savings. Offer customers and the public monthly memberships and reap the benefits of recurring revenue. Create the ultimate car service experience with a car wash to complete maintenance visits. Keep your fleet of new and used vehicles clean and eliminate contract car wash costs.

Keep Them Coming Back

Cox studies show service is directly tied to new-car sales. Customers who use a dealer's service department are twice as likely to shop that dealer for a new car compared to customers that get their vehicles serviced elsewhere. Build loyalty with a car wash that drives repeat business.

Profit Potential

Who doesn't love a clean car? A car wash is a proven way to improve customer satisfaction. It creates retention, fuels loyalty, and adds value. It shifts customer's perception of dealerships being too pricey or inconvenient for other service related needs.



“

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

OPTION 2

SERVICE CENTER CAR WASH

BOOST CSI and Reduce Labor

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.

Conveyor and Drive-Thru Comparison



Conveyor

- Wash 60 to 130 Cars Per Hour
- Consistent Wash Quality
- Control Of Wash Speed
- Automated Vehicle Spacing
- Limited Staff Required



Drive-Thru

- Wash 35 to 60 Cars Per Hour
- Inconsistent Wash Speed
- Difficult to Control Wash quality
- Staff Needed for Vehicle Spacing
- No Cost of Conveyor

Build Customer Connection & Retention



SCHEDULE YOUR CAR WASH SITE EVALUATION

Sonny's CarWash Consulting | 800-327-8723



OPTION 3

DETAILING CENTER

Reduce Labor & Standardize Excellence



Increase CSI

Elevate customer satisfaction with a consistent detailing service delivered quickly.



Labor Efficiency

Improve labor efficiency to detail more cars per man hour by controlling the pace of your detailing service.

YOU CAN'T CLOSE CUSTOMERS... **THAT HAVEN'T ENTERED YOUR DEALERSHIP**

Shifting your car wash to retail and opening it to the public



Drives revenue at the
car wash



Increases business for the dealership
via service and car sales.

Better Leads. More Car Sales.

Unlimited car wash memberships utilize License Plate Recognition (LPR), immediately compile customer information allowing Auto Dealers to re-engage past customers with targeted promotions or prospects to purchase a vehicle at your location. It's one-to-one intelligent marketing that is actionable and profitable.



Bundle Marketing Promotions

Bundle Marketing Packages

- Car wash with oil changes or tire rotations keeps customers coming back for more

Unlimited Car Wash Clubs

- Make a significant impact when included with new purchases
- Positively impact the bottom line selling to the general public



ELEVATING CUSTOMER LOYALTY:

PREMIUM CAR WASH EXPERIENCE



Auto Dealer
FRANK KENT CADILLAC



Location
FT. WORTH, TX



Car Wash
100FT TOUCH FREE TUNNEL

The Challenge

Will Churchill, the owner of Frank Kent Cadillac in Ft. Worth, Texas, has consistently sought innovative ways to foster loyalty and encourage return visits to his Cadillac dealership. As a member of the AMP Group, Churchill leverages the Amp App to provide customers with exclusive services, offerings, and loyalty points. Recognizing the potential of a high-quality car wash as part of the Amp App program, Churchill partnered with Sonny's, to bring his vision to life.

Solution Implementation

Sonny's collaborated with the dealership's management team to design a state-of-the-art car wash system. The result was an STI Flat Belt Conveyor with a 100-foot touch-free tunnel, delivering the premium car wash experience that Churchill envisioned. The innovative belt system, touch-free cleaning technology, precise chemical applications, and a sophisticated signage package collectively contribute to creating an unparalleled experience.



Customer Benefits

The new car wash initiative integrates seamlessly with the dealership's commitment to customer satisfaction and loyalty. Car buyers now enjoy six months of unlimited washes when they purchase a vehicle, reinforcing customer loyalty and heightening satisfaction. This double win not only aligns with the premium image that Cadillac is known for but also meets the high expectations of the dealership's discerning customer base.

Will Churchill's Perspective

Reflecting on the collaboration with Sonny's, Will Churchill expressed his satisfaction with the outcome, stating, "We built a professional-level car wash—one that lives up to the premium level image that Cadillac creates and our customers demand. We are thrilled with the response and expect it to continue to benefit our customers and our dealership."

Future Outlook

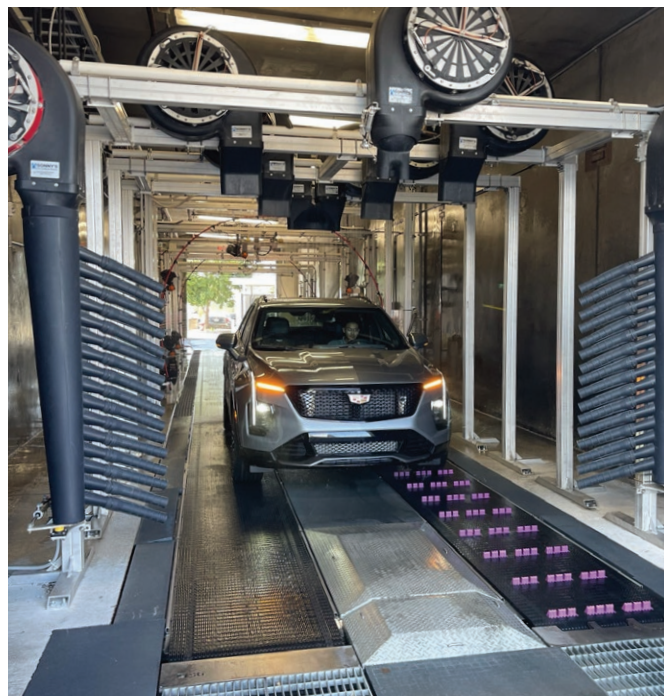
The introduction of the premium car wash experience is poised to further distinguish Frank Kent Cadillac as a dealership committed to exceeding customer expectations. As customers enjoy the convenience and excellence of the new car wash service, the dealership anticipates continued success in building lasting customer relationships and increasing customer satisfaction.

Conclusion

By partnering with Sonny's and integrating a high-quality car wash into the Amp App program, Frank Kent Cadillac has successfully elevated the customer experience and strengthened customer loyalty. This innovative approach not only aligns with Cadillac's premium image but also demonstrates the dealership's dedication to providing exceptional services that extend beyond the purchase of a vehicle.



"We built a professional level car wash! One that lives up to the premium level image that Cadillac creates and our customers demand!"





SHINING SUCCESS: **Elevating the Customer Experience & CSI**



Auto Dealer
PELTIER NISSAN



Location
TYLER, TX



Car Wash
56FT MINI TUNNEL

Robert Peltier recognized the opportunity to elevate customer satisfaction and enhance the overall experience at his cutting-edge Nissan Dealership in Tyler, Texas. Collaborating with Facilities Development Manager Jonathon Donahue, they embarked on a strategic initiative to enhance their customer service index (CSI) through an investment in a premium-level car wash facility.

After careful consideration, Peltier and Donahue opted for a Sonny's mini tunnel equipped with a state-of-the-art 56ft STI flat belt conveyor capable of efficiently processing up to 60 cars per hour. The selected tunnel package incorporated advanced friction and high-pressure washing technologies, complemented by an impressive chemical application

package. The inclusion of 90HP energy-saving Sonny's dryers, in conjunction with a Velocity spot-free rinse system, ensures that vehicles emerge from the car wash impeccably clean and gleaming with a polished shine.

The outcome of this investment has far surpassed the expectations of both ownership and management. As part of their commitment to customer service, all service customers now receive a complimentary high-quality wash, contributing to a significant boost in overall customer satisfaction. Additionally, the dealership has successfully introduced upgraded wash packages, providing customers with the option to further enhance their car cleaning experience.



"Our customer experience has elevated by a full level, and our CSI scores are on the rise, positively impacting every facet of our dealership operations."

Peltier expressed his satisfaction with the results, stating, "Our customer experience has elevated by a full level, and our CSI scores are on the rise, positively impacting every facet of our dealership operations." This successful integration of a premium car wash facility not only reflects the dealership's commitment

to providing top-notch service but also underscores its dedication to exceeding customer expectations. As a result, the investment has proven to be a strategic move, not only enhancing the cleanliness of vehicles but also significantly elevating the dealership's overall customer service profile.



