



# NEW INVESTOR

TURN-KEY CAR WASH SOLUTION GUIDE

**Make CarWashing Easy™**

[www.SonnysDirect.com](http://www.SonnysDirect.com) | Call 1.800.327.8723



# Becoming a Car Wash Owner

If you've ever contemplated owning a car wash or you've considered entering the business through a franchise, then you'll want to take a close look at this Turn-Key Car Wash Solution Guide. Sonny's is not a franchise business. We work with you to develop a wash and business that is yours! Sonny's Turn-Key Option puts you on the fast path towards car wash ownership that is less restrictive, less intrusive and less costly for you, as compared to a franchise model. In addition, if you decide you want to sell your business at a later date, you won't have the franchise termination clauses that likely have financial implications. This guide will provide you with the contacts, services, support and product you need to create and sustain your car wash business with ZERO initial franchise fees, ZERO ongoing franchise fees, and ZERO required purchases.

Call our New Investor helpline at:  
**1-800-327-8723 ext. 230**

Initial  
Franchise  
Fees

\$0

Ongoing  
Franchise  
Fees

0%

Franchise  
Marketing  
Fees

\$0

Required  
Purchases

\$0

CHOOSE A

## PROVEN BUSINESS MODEL

**Fewer Employees**  
Our wash process is fully automated from the kiosk where a customer pays, to the end of the tunnel where the final drop is buffed away.

**Limited Inventory**  
Other than chemicals and maintenance supplies, car washes require much less inventory than comparable retail businesses. In car washing there is little to no shrinkage or spoilage.

**Easier Development**  
Sonny's will produce as many as 65-pages of detailed site-specific mechanical drawings covering concrete, plumbing, and electrical.

**Real Estate Based**  
Car washes require land acquisition providing the opportunity to build equity in the property. Locations are fundamentally sound sites that are located at high-traffic-count intersections with dense surrounding populations.

## WE HEARD YOU LOUD & CLEAR

My intent here is to provide you with an overview of the resources available to get you started in the car wash industry. We know a franchise has its place. But we also know not everyone wants to be part of a franchise. Many have shared with us they don't want to be told how to run their business with no guarantee for success. You want to have choice with equipment and don't want to dish out portions of income to franchise fees. We heard you loud and clear, that as new investors you are looking for an easier alternative with guidance – especially given the price tag of what is now between \$3 and \$4.5 million all in.

Unlike other nationally recognized franchise businesses, a car wash has a higher-cost barrier to entry. Those looking at the car wash business typically have had a successful history providing them the financial ability to afford this type of investment. And because of this prior success of doing it on your own as an entrepreneurs – we know you are typically a hard group to keep within a franchise program. You simply have your own ideas and ways of doing things and by year two or at the latest year three, you are ready to go at it alone and start implementing your own ideas.

When we asked those interested in joining the industry “Why are you looking at a Franchise?”, the answers typically came back that because of the size of the investment and that they have never built a wash before, they felt the franchise offering was the best way to get a proven, turn-key solution.

With that in mind and understanding what the real “ask” was – a turn-key solution not necessarily a franchise – we put together a guide of resources to give you exactly that. In this guide, we share with you the names of the people/companies we use to provide a turn-key solution for our clients without the long-term commitment to a franchise. We believe the franchise model has merit. We also believe you should be aware of the alternatives, so you can make an informed decision. Let's get started!



*Paul Fazio*  
CEO Sonny's Enterprises, LLC

# TURN-KEY Car Wash Solution

With Sonny's, you'll be supported by our total offering of industry leadership, expertise, products and services. Everything you need to get your car wash up and running can be found from a single source. From site selection assistance and building construction consulting, to dedicated customer support and ongoing education, Sonny's Turn-Key solution is the only complete business source you'll need to grow your car wash business from the ground up.



**Development Support**  
Expert guidance to help you go from breaking ground to ground-breaking performance. That includes site selection and construction assistance. We use the latest technology and predictive modeling to determine where best to break ground on your next project.

PAGE 12



**On-Site Services**  
Have an equipment or maintenance question? Our industry-leading network of local Select Service Organizations (SSOs) are there for you 24 hours a day, 7 days a week.

PAGE 14



**Hands-on Training**  
Master your trade with courses taught by industry experts who'll teach you how to manage, maintain and grow your business. CarWash College training courses are available for managers, technicians and customer service representatives.

PAGE 16



**Equipment**  
Sonny's is the world's largest manufacturer of conveyorized car wash equipment. Our equipment is proudly designed, built, & backed in the USA. This makes it easy for us to work with you to engineer a tunnel system that fits your space and budget.

PAGE 20



**Vacuum Systems**  
Our team of full-time engineers layout your complete site to maximize the potential of your property to process more cars faster with vacuum stations that improve customer satisfaction.

PAGE 22



**Chemistry Management**  
Delivering an exceptional experience in the tunnel is a critical element that starts with premium chemistry. Our integrated solution leverages precise dispensing and superior application to improve wash quality while metering every drop to reduce costs.

PAGE 32



**POS & Business Management**  
Sonny's advanced technology and cloud-based system makes it easy for owners to access and manage their car wash business from anywhere, on any device, at any time. You can even manage multiple sites from one easy-to-use interface.

PAGE 24



**Signage & Lighting**  
Our signage experts help you turn impulse buyers into loyal destination customers with signage and lights that create an experience that customers prefer no matter how often they visit.

PAGE 36



**Branding & Marketing**  
When you choose Sonny's, you gain access to an experienced marketing team ready to help you develop a strong, loyal customer base and promote your custom brand—the value of which is vital to running a successful business.

PAGE 28



**Replacement Parts**  
With our East Coast and West Coast warehouse locations, we can deliver to any address in the Continental USA in 3 days or less. We have over 12,000 parts in stock for immediate delivery with inventory for every OEM.

PAGE 38

DON'T LIMIT YOUR ABILITY TO  
**STAND OUT**

When looking to create an iconic look-and-feel to your building that matches your brand – why restrict your options? Sonny's will work with you and your vendor or architect so you build a business that delivers on everything you need.

**COORDINATED PARTNER SERVICES**



**Pre-Fabricated | Car Wash Buildings**

Car Wash Buildings has created a pre-packaged building package that fuses the very best in modern design, 21st century materials and a knock-out customer experience. If you are a car wash operator and you want to stand out from your competition, the Car Wash Buildings will streamline your production of a world-class facility at a competitive price. Packages are pre-engineered to not only look beautiful, but also meet or surpass national engineering load requirements saving you time in design and construction. Structural plans are versatile and flexible and customizable for your individual branded look.

CarWashBuildings.com  
Chad Roach  
Phone : (800) 994-0024  
E-Mail: sales@carwashbuildings.com



**Pre-Fabricated | Modernwash**

Modernwash Car Wash Solutions whole existence is to introduce a fresh approach to your car wash market strategy! Modernwash brainstorms, designs, fabricates and builds innovative Car Wash Buildings that allow you to stand out from your competition and enjoy the benefits of built-in marketing. Your building will be a 24-hour marketing and advertising tool that relays the message that your equipment and your business are technologically advanced. Modernwash starts with a unique steel frame system that assembles quickly. They combine this with innovative roof designs and in-house built cladding / exterior systems that make for a striking package!

Modernwash.net  
Timothy Hogue  
Phone: (800) 511-7208 | Cell: (270) 842-1652  
E-Mail: tim@modernwash.net



**We Really  
are #1**

In Stock For Immediate Delivery - Proudly Designed, Built, & Backed In The USA



**Hands-on  
Expertise**

Global Select Service Organization (SSO) Support Network with Over 850 Years of Operations Experience



**Expert Site  
Planning**

We Design & Deliver More Successful Site Plans Than Any Other Manufacturer



**Published  
Pricing**

Up Front Value Backed By a Lifetime Frame Warranty & Open Architecture Parts



**Modular | Genesis**

Genesis represents countless years of carwash industry experience as owners, operators, designers and builders. Genesis Modular Carwash Building Systems are designed exclusively for the harsh environment of a carwash. Unlike any other carwash building, the Genesis System arrives on your site complete. Genesis furnishes a fully engineered system that includes complete electrical and plumbing systems, concrete floors, and a PVC interior in the wash bay designed not to rust or rot. Genesis also takes delivery of equipment at their factory and installs and tests the complete carwash system before ever leaving Genesis' facility.

GenWash.com  
Bruce P. Arnett  
Phone: (770) 602-4261  
E-Mail: info@genwash.com



**Architect | A Plus Design Group**

APDG custom designs every building to fit your site, needs and budget. Having designed over 150 car wash projects, their years of experience have taken them nationwide with projects ranging from building new facilities to renovating existing ones. APDG is more than an architect; they're your partner in the planning, design, construction and success of your project. APDG monitors the construction of your project from site prep through completion to make sure the final product has the quality specified in the design. Construction of a car wash involves real money – your money – so as your architects, APDG considers it their job to help you get what you pay for.

APDG.us  
Trent Clark Architect  
Phone : (972)-724-4440  
E-Mail: contact@apdg.us

# LOOKING FOR **NEW BUSINESS OPPORTUNITIES?**

The car wash industry is not dominated by a few big chains of Express car washes. The car wash industry is a service-based, internet-resistant businesses.

## IT'S ALL IN THE NUMBERS

**\$2 BILLION**

### Have You Considered Owning a Car Wash?

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

**\$15 BILLION**

### It's All in the Numbers

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

**72%**

### Unlimited Growth

The industry is growing with up to 72% of consumers using a professional wash!

**90%**

### For Generations to Come

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

1-DAY SEMINAR

## INVESTOR SEMINAR

### Invest with Confidence

Strategically plan the growth of your car wash business or your entrance into the industry. The CarWash Investor Seminar is an 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!



### 1-Day Seminars Offered Around the Country

- Baltimore, MD
- Boston, MA
- Chicago, IL
- Irvine, CA
- Phoenix, AZ
- Tamarac, FL

### What will I Gain?

#### Expectations

In this course, you'll learn how to evaluate growth opportunities, examine car wash business models, estimate capital and operating costs to optimize profits, secure financing, and how to avoid common mistakes in finding and evaluating potential locations.

#### Outcome

- Plan for and create future success
- Better assessment of car wash business models and equipment
- Information you need to know about securing financing, operating costs and optimizing profits
- Understanding of common mistakes and ways to avoid them
- What you need to do to be successful as a car wash operator and investor

**Register Today**

For course dates and registration please visit us online at:  
**[sonnysdirect.com/class\\_schedule](http://sonnysdirect.com/class_schedule)**

# HOW DO I GET STARTED?

Since 1949, we have been washing cars, building successful car wash businesses and guiding car wash owners from concept to profitable operations. No two projects have been the same and that's what we love. This is YOUR business and YOUR vision coming to life – we get to help you make it happen.

So, where do you start? How do you stand out? And how do you build something that will last? Whatever background or level of experience you come from, here's a quick guide to get you thinking and taking some action. Afterall, as with most businesses, there are certain things about being a successful owner that you can only learn from people with experience or experiencing it yourself.

## STEP 1 LOCATION & EDUCATION

### Building a Strong Foundation

If you have a location in mind (or you don't) it's best to have clear picture of car wash minimum requirements. Reach out to our Business Development team for specifications and details of what you should be looking for in terms of size, accessibility, population and other criteria. You may also want to attend Sonny's New Investor Seminar. It's a one-day course that covers financing, site selection, cost estimates, operations and business models.

## STEP 2 DUE DILIGENCE

### Business Pro Forma: Sonny's Consulting

Our staff of experienced car wash professionals excel at evaluating potential car wash sites: traffic patterns, demographic data, and market and site information. The team reviews your specific location for competition and potential opportunities. When completed, a Sonny's Pro Forma provides you with a thorough evaluation of your site and its car washing potential.

## STEP 3 BUDGETING

### Have an Idea of Profits and Expenses

With an idea of equipment and construction costs, we will finalize the business Pro Forma. This serves as a baseline for budgeting and financing. A solid revenue model helps convince investors to put up the capital for your new business. You will also need an effective marketing plan.

## STEP 4 FINANCING

### Funding Your Business

The site analysis provides any potential concerns and then the Pro Forma establishes the first 5 years projections and a break even analysis. Whether you need private lending, SBA, or commercial lending and leasing, we have established contacts and can help connect you to lending and financing specialists.

## STEP 5 EQUIPMENT & CONTROLS

### Invest in the Right Stuff

Select car wash equipment and controls that meet the projected washing volume provides your customers with a professional experience and makes it easy for you to manage. We have local support across the nation that specialize by regional needs. Our equipment is designed and manufactured in the USA and engineered with "open architecture" for ease of maintenance and repair.

## STEP 6 INSTALLATION & SUPPORT

### Time to Build

Sonny's provides as many as 65 pages of drawings detailing mechanical, electrical and plumbing layouts as well as equipment placement, and auxiliary support equipment. Our worldwide network of factory-trained Select Service Organizations (SSOs) will install your equipment and work with selected contractors to ensure timely delivery. The SSO provides on-site training, start-up and ongoing service.

## STEP 7 MARKETING & BRANDING

### Define and Develop your Business

Our in-house team of marketers, producers, writers, designers, and developers are here to help you define and grow your business. Tie to your brand from pre-launch with brand discovery, logo development, and web development to activation with unlimited membership strategy, training videos, social media, location and reputation management and tracking and reporting. SLAM CarWash Marketing has you covered.

## STEP 8 CHEMISTRY

### Profitable and Premium Soap

When it comes to washing cars, you want a chemical solution that provides clean, dry, shiny cars. Sonny's CarWash Chemistry by Diamond Shine has been manufacturing cleaning chemicals since 1940. Our team of chemical specialists work with you to deliver the best solution at the right price.

## STEP 9 COLLEGE & PARTS

### Management and Maintenance

With Training and Distribution facilities in Phoenix, AZ and Tamarac, FL, Sonny's can deliver parts for all OEMs in 3-days or less to keep your business up and running. CarWash College, the industry's leading professional education program, offers both online and hands-on educational training for multi-site management, equipment maintenance, and repair.

## STEP 10 SIGNAGE

### Signs and Lights for the Best Car Wash Experience

Decades of car wash manufacturing experience led to the car wash industry's leading sign design and manufacturing company – Mr. Foamer. From the moment a customer drives onto your property you want to welcome them with impact and create a unique wash experience that generates the highest average wash tickets and customer loyalty.



# INVEST WITH CONFIDENCE

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



## Select a Property That Supports Your Business Objectives

Sonny's professional consultants will assess the capabilities of your prospective site(s) in the context of your business objectives. We scrutinize the trade area, comparing its population and demographic characteristics to benchmarks derived from successful car wash placements. This analysis can be used to compare multiple sites, predict how a site might perform given your business model and develop a pro forma revenue projection of your overall business plan.



## Determine When Your Business Will Become Profitable

Sonny's CarWash Consulting will prepare a 5-year revenue projection and break-even analysis based on your business model and site-specific market characteristics to determine whether — and when — your business will turn a profit. Our proprietary 5-year revenue projection model considers the implications of several key factors in determining your income and operating costs, beginning with your business type, pricing and packaging structure, and operating costs.

## SONNY'S CONSULTING SERVICES



### Pro Forma Projections

Calculate if your site's characteristics will support your business goals. Evaluate when your business will break even and develop a growth plan.



### CAD Tunnel Layouts

Comprehensive tunnel layouts to visualize the car wash you want to build with the equipment and controls you need to provide the perfect wash.



### Pre-Construction Support

Get the information you need to conduct pre-construction meetings and avoid project delays.

## COORDINATED PARTNER SERVICES

### Financing

- SBA and conventional loans & leases
- Business plan preparation and projections
- Expedited loan approval and closing
- New or experienced operators



Coast Commercial Credit, LLC  
536 E. Lehigh Drive Deltona, FL 32738  
Website: CoastCC.com

Michael Ford  
P: 1-800-400-0365  
E: MikeF@CoastCC.com

### Insurance / Risk Management

- Underwriters that work with hundreds of operators nationwide
- 25-year track record of administering various industry programs
- Safety partners with national vendors offering safety solutions
- Risk management specialists to identify vulnerable safety conditions and recommend specific solutions



McNeil & Co. Car Wash Insurance  
120 Broadway 1st Floor Menands, NY 12204  
Website: McneilandCompany.com

Michael Benmosche CIC  
P: 800-822-3747 ext. 518  
D: 607-220-6344  
C: 607-220-6344  
E: MBenmosche@McneilandCompany.com



# LEVERAGE LOCAL SUPPORT

Local support, service and installation  
to build and operate your business.

Sonny's CarWash Services are Sonny's-owned regional offices that retain corporate functions with a local market focus. The local presence and support of CarWash Services keeps us closer to customers, enabling us to react quickly to your needs and providing the accessibility to our experts that you need to build and operate a successful car wash business.



## Local Presence and Regional Experts

We are here to help. We can help you design, bid, build, equip, train, market and maintain your wash. Every market is different which is why we have strategic office locations throughout the nation providing regional expertise and making it easier for us to work with you.



## Installation, Service and Support

Regardless of size or complexity of the project, our 24/7, 365 days a year support makes sure your business gets up and running quickly and remains open and operational. Our local warehouses have over 12,000 parts in-stock for quick availability and delivery.

## CARWASH SERVICES

# LEADER IN DESIGN AND INSTALLATION



"We know the struggles you may have when building your car wash. With our localized team of Sonny's Services, we help you plan and make sure problems are solved quickly. We've installed over 1,000 car wash equipment sites nationwide and service 5,000 locations. Our commitment is to your success."

Robert Andre  
**President**  
**CarWash Services of the Southeast**

**Make CarWashing Easy™**

# MASTER YOUR TRADE

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

Sonny's CarWash College instructors have washed over 100 million cars and combined have owned, operated, or managed over 200 car wash locations. Participants receive real training with real testing and certification to ensure your staff will gain the necessary skills to make a positive impact within your operation.



## More Experience. Better Results.

Sonny's CarWash College Campuses offer you a tour of our 211,390 sq ft. Tamarac, FL. corporate headquarters while training with our experts, or training at our state-of-the-art 120ft tunnel and wet lab at our new Phoenix, AZ. location. East or West you'll gain hands-on experience that is transferable to your wash to elevate the consistency of your service and customer satisfaction.



## Document Procedures to Grow

Participants leave CarWash College with complete documentation of every procedure, technique, and skill they've learned – bringing back a lifetime worth of car washing experience that you can apply across your locations.

# CARWASH COLLEGE PROGRAMS



Investor Seminar

## 1-DAY SEMINAR

The CarWash Investor Seminar is 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!



Equipment Maintenance

## 5-DAY PROGRAM

Keep new equipment warranty-compliant and operation costs in check by implementing an effective car wash equipment maintenance program. This course will teach participants how to create a comprehensive maintenance program tailored their car was business.



Equipment Repair

## 5-DAY PROGRAM

Although today's car wash equipment is designed with reliability in mind, some components can wear and fail over time. Reduce business crippling downtime by taking control of emergencies. Learn how to repair the most common equipment failures.



Management

## 5-DAY PROGRAM

Car Wash managers understand the impact that their employees have on customer service, satisfaction, and retention. Participants will have the opportunity to learn about the human resource aspects of a professional car wash from hiring and employee retention strategies to training and fostering the right culture.



Multi-Site Management

## 3-DAY PROGRAM

Designed to equip student with the tools needed to effectively manage operations across multi-site enterprises. Understand financial reports, learn to host effective meetings, and demonstrate how to implement an effective and positive culture that emphasizes customer service, safety compliance, and other best practices.



Fusion Tour Featuring Ceramic X3

## 1-DAY PROGRAM

The Fusion Process is the industry's first integrated combination of chemistry and equipment designed to create a long lasting shine that brings customers back again and again. Learn the key to retaining customers and maintaining a premium average ticket requires a noticeable difference in the quality of the wash.

COMING FALL 2020

**CAR WASH COLLEGE IS GOING VIRTUAL!**

REAP THE BENEFITS OF AN INDUSTRY LEADING EDUCATION, ANYWHERE, ANYTIME.



**PLATINUM AUTO SPA**  
**ADD-ON PROFIT CENTER**  
**125FT EXPRESS CAR WASH TUNNEL**

# PLATINUM AUTO SPA CASE STUDY



Location  
**ABERDEEN, SD**



Business  
**ADD-ON PROFIT CENTER**



Car Wash  
**125FT EXPRESS TUNNEL**



Operational  
**2019**

## Challenge

Mike engaged Sonny's Business Development team to conduct a carwash Pro Forma of a 3.5-acre property in Aberdeen. Impressed by the research and the well thought out recommendations, Mike selected Sonny's to be his supplier.

Mike's objective was to build an all-in-one fuel, shop, launder, car wash and casino. He began to develop the site plan and built a team of partners to complete the venture.

"Our team had different partners for the "profit centers" with each bringing specific skills and expertise! This not only helps in the design build phase but it leverages into significant lift during operations for all of the profit centers."

The final design features a 125ft Sonny's Express Tunnel with a 100 STI flat belt conveyor, two Sonny's pay stations with license plate recognition (LPR) and 17 free Sonny's vacuum stalls.

"We wanted to focus our marketing efforts on developing a big wash club since none of our competitors have that ability," commented Mike. "With Sonny's LPR and our freezing temperatures six months of every year, our wash provides the ultimate convenience and comfort for our club members and our staff."

The Sonny's tunnel equipment selected was geared towards dealing with muddy, snowy, icy cars and to run in an "Express" style. "We are running a true Express process, no prep and getting clean dry, shiny cars! We opened the wash running a line speed of 55 cars per hour. As we build the club and our wash volumes grow, we have increased the line speed and continue to get the same great results," said Mike.

## Outcome

Platinum Auto Spa offers a level of convenience to their customers with multiple services on one site location. Aberdeen's town of 26,000 has welcomed it

well. Mike could not be happier with the site layout and the way each business leverages the other. Platinum Auto Spa also utilized all social media platforms, radio, print and TV advertising to create visibility. And Platinum's key management team has attended Sonny's Car Wash College classes. Mike says, "That investment is also paying off well."



"The entire Platinum project has exceeded my expectations. We are building a great wash club faster than I planned. The Sonny's local Service and Support staff and Car Wash College helped me fast forward my business like no other supplier could offer."

**Mike Carrels**  
Owner, Platinum Auto Spa



[www.SonnysDirect.com](http://www.SonnysDirect.com) | 1.800.327.8723 ext. 230  
© 2020 SONNY'S Enterprises, LLC.

# WASH MORE CARS

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



## Best Selling for a Reason

Nobody knows the car washing business better than Sonny's. With six decades of industry experience under our belt, we are in a unique position to help you understand the market, position accordingly, and take advantage of opportunities to grow your business. Our equipment is proudly designed, built, & backed in the USA. This makes it easier for us to work together to engineer a tunnel system that fits your space and budget.

## Don't Limit Your Potential to Compete

Sonny's engineers equipment to support your vision of success. Every component is available in your choice of electric or hydraulic drive where possible and whether you're looking for the proven durability of a traditional roller and chain conveyor or want to stand out in your market with a dual belt transporter we offer both and can guide you to selecting the vehicle transport system best suited to your market and operational preferences.

## Choose Your Drive



**Traditional Roller and  
Chain Conveyor**



**Dual Belt  
Transporter**



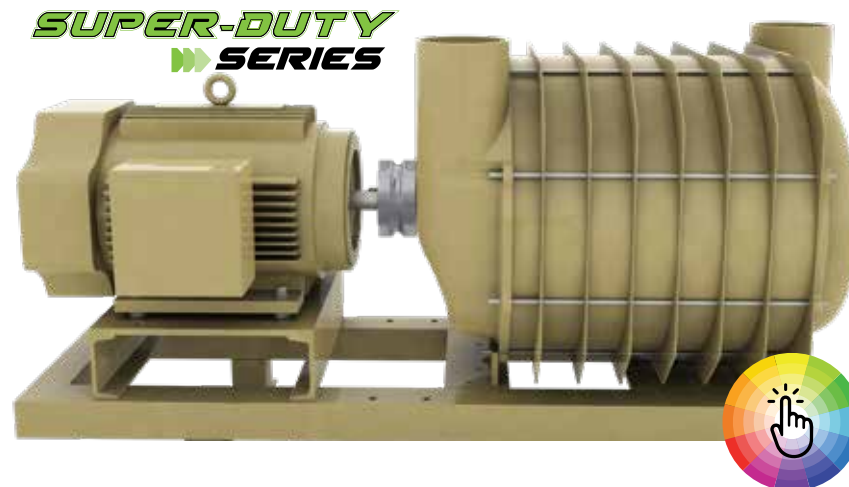
# MAXIMIZE CUSTOMER EXPERIENCE

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



## Tailored For Your Wash

Sonny's CarWash Vacuum design team will craft a custom site layout with optimized flow to improving throughput and customer satisfaction. Every aspect of your vacuum stations – from the attractive canopy systems to our exclusive crevice-claw and cyclone separators are designed to create an elevated customer experience that will convert passers-by to loyal fans.



## Never Lose Suction

Power, unrestricted. Sonny's Super-Duty series combines the inherent durability of our independent drive configuration which reduces stress and premature motor wear with the most robust internal components available. The result is the most durable vacuum we've ever built now available in custom branded colors to enhance your brand.

## Unlike Any Other Vacuum System

Sonny's vacuum systems elevate the customer's experience and provide the owner with a low cost of ownership. From custom colors, to hoses and canopies (and everything in between) we tailor the design for each individual owner to create a high performance option with maximum energy efficiency.



# Sonny's CarWash Controls

## DRIVE BUSINESS FORWARD

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

Sonny's CarWash Controls Complete Point-of-Sale & Back-Office Management System includes everything you need to increase revenue, manage operations and cut costs across all of your locations. Designed from the ground up with Linux based security to protect you from internal and external threats with an intuitive simple-to-use interface that enables you and your team to focus on managing your business.



### Controls Operation in Real Time

Compare daily, monthly and annual site metrics with simple, at-a-glance reports. With auto-send reports sent via email and text message, you'll have updates anywhere at anytime allowing you to make quick operational decisions that save you time and money. Access all Back-Office features right from your phone.



### Replace Labor with Automation

Help customers buy more from you, more often, with less labor. Sonny's integrated e-commerce pay station and License Plate Recognition (LPR) combine to let you sell wash cards and unlimited plans from anywhere at anytime allowing customers to shop the way they prefer.

## Sonny's Controls Services

### License Plate Recognition (LPR)

Instantly read license plates for members and non-members to quickly move members into the wash and optimize marketing opportunities. Onboard Optimal Character Recognition (OCR) combined with Sonny's industry leading plate processing delivers top notch accuracy.

### Digital Menus

Engaging videos presented on a vibrant screen with expertly-crafted motion graphics designed to upsell top packages, additional services and market all your promotions-year round.

### Pay Station

Sell washes, services, memberships, gift cards, wash cards and actively increase revenue. The revolutionary forward-thinking technology allows for enhanced customer engagement and promotions to increase return-rate and memberships. Stainless steel enclosure exterior is fully customizable to match your brand look.

### VIP Lane

For members only! When entering the VIP lane, member vehicles are automatically recognized with LPR. The VIP device is a cashless system used for identification purposes and to update credit cards.

### Point-of-Sale (Back Office Management System)

Engineered with state-of-the-art technologies to give you full access to management and visibility of your site(s), anytime/anywhere. Packaged with everything you need to increase revenue, manage operations and reduce costs.

### Tunnel Controller

Access the cloud based system anytime anywhere allowing on the fly changes to tunnel timing, functions and inputs. Configure anything from mirror bumps, wiper bumps to scheduling lights and irrigation systems.





GOOGIE CAR WASH

THEMED STAND-ALONE PROFIT CENTER  
130FT EXPRESS CAR WASH TUNNEL

# GOOGIE CAR WASH CASE STUDY

Location  
WHITTIER, CA

Business  
STAND ALONE CAR WASH

Car Wash  
130FT EXPRESS TUNNEL

Operational  
2019

## Challenge

Successful Real Estate Developer, Dan Kassel and his wife Lisa of Whittier, Ca. became enamored with the Express Car Wash business model when they bought a subscription from one of the first Express washes in Southern California. Having been through the highs and lows of real estate development, Dan was looking for a business that would create a more consistent cash flow, and a fun venture for him and his wife. They always enjoyed going to the car wash and also noticed how happy people were driving a clean car.

When it came to site location, Dan came across a 3-acre mixed use property that included Whittier's historic Five Points Car Wash, one of the first automatic hand washes located in Whittier. The wash was built in 1953 with the "Googie" style futuristic architecture, very popular in the 50's & 60's. The City had an old ordinance prohibiting "automatic" car washes. Dan did his homework and learned the ordinance was intended for "rollovers." Eventually, the City approved the nearly 3-acre triangular-shaped site to house a revamped car wash and a 60-unit apartment project. But there were some limitations. The City

designated the car wash a historical building. Dan and Lisa would have to keep the structure and theme intact, while upgrading the equipment and signage to today's standard.

## Solution

While doing his car wash due diligence, Dan met several industry executives and decided to entrust Sonny's with his new venture. He attended Sonny's Car Wash College classes, was present at industry shows and developed his projections, site plans, equipment and signage packages in cooperation with Sonny's West Coast CarWash Services team.

## Outcome

Googie Car Wash opened in late 2019. The tunnel was given a shiny new face lift with the retro "Googie" flare. The long narrow property allowed for a Sonny's 130 ft tunnel, 10 free vacs, two pay stations with license plate recognition and Diamond Shine Fusion chemical system. The Kassel's worked with Jim McClimond of Sonny's CarWash Signage to create branding, signage and a "mascot" for marketing the wash and bridging the past with the present. Welcome to the family, Starla! Starla is the

robot mascot that is visible throughout the entire wash experience. Wash packages named Bright, Brighter and Brilliant and the Infinity Wash Club flow with the theme.

Dan and Lisa also engaged SLAM CarWash Marketing to assist in a full digital marketing and social media campaign, including GEO fencing and data mining. Googie's monthly unlimited wash club is on the up-and-up and more cars are being washed every day. The Future is Bright!

“

“We are off to a great start, Sonny's has been critical to our success, they have answered the bell every time we asked, Chris Miller and the local Sonny's team are fantastic. We are learning every day and we love the business, our team is on the lookout for more Googie's sites even in other states”!

Dan Kassel  
CEO & Owner, Googie Car Wash



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# WIN EVERY CUSTOMER

Marketing consultation, design and campaign management to attract, upsell and retain customers onsite and online.

## We're the CarWash Marketing Experts

Whether you're looking for some advice or you're in search of a marketing agency that can handle every aspect of your marketing strategy and implementation, we have you covered. Our in-house team of marketers, producers, writers, designers, and developers know car wash and can help you grow your business.



## Custom Branding and Competitive Advantage

Everything we produce – from high-quality menu displays to websites, digital ads, and videos – is thoughtfully designed and constructed by experts with dozens of years of marketing experience in the commercial car wash industry.



## Grow Your Customer Base and Unlimited Club

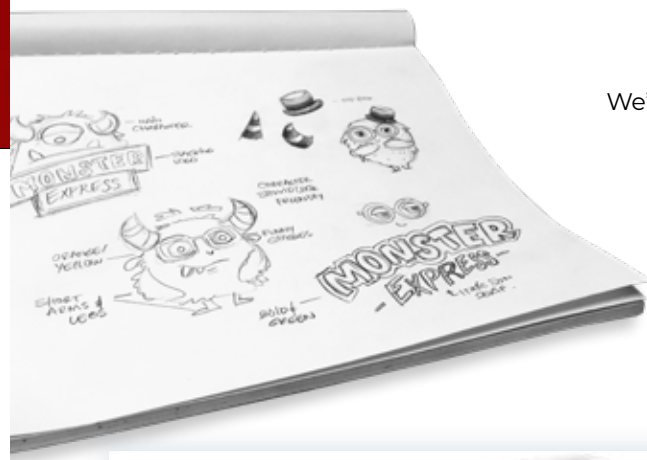
We help drive customers to your business. Rather than spreading your financial resources thin by marketing on every conceivable site, we identify the most relevant channels to reach your client base and work with you to win every customer.

# Sonny's CarWash Marketing by SLAM

Sonny's CarWash Marketing has successfully transformed hundreds of car wash sites from average to extraordinary by combining industry best practices with the latest in emerging consumer trends, so you can win more customers and leave the competition behind.

## Branding Made Easy

We'll work through a fun and interactive Brand Discovery process to gather information we use to begin building your brand.



## Websites that Perform

Although our websites are highly advanced using the latest in mobile responsive web design and SEO best practices, we've made it easier than ever to update content.



Increase your online visibility.



Improve your brand image.



To make sure we're constantly targeting the right people, we look at data collected from campaigns. We dig into the data, take notes on the top-performing creative, target groups and associated CPMs, and the most engaged audiences.





# Maximize Your Potential.

The Car Wash industry typically focuses on the following 4 unique models which Sonny's can customize to fit your location and budget. To maximize your site's potential, whether it's a C-store or a large-volume express exterior tunnel, all designs are created to be efficient and aesthetically pleasing and easy to navigate and maintain. After careful assessment of your site's potential for revenue and volume, Sonny's consultants will guide you as to how to best utilize the site based on anticipated traffic volume and other market factors. This guide offers a full array of programs to help you start and then maintain and grow your business.

# COMMON CAR WASH MODELS



Express Exterior washes utilize longer tunnels; often over 100ft. Customers pay at an automated greeter and drive themselves onto the 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. They are normally located on streets with high traffic counts, feature multiple greeters and entry lanes, and are the primary business for a given property.



As with an Express Exterior, customers can select higher wash packages at the automated attendant, with tire dressing and other extra exterior detailing services delivered by equipment online. But 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.



Mini Xtreme Xpress® washes utilize shorter tunnels and requires as little as 35ft of bay space. Exclusive shallow pit conveyor and reduced electrical load requirements makes in-bay retrofits easy and affordable. You can dry and shiny over 50 cars per hour and capitalize on spikes in volume without slowing production.



Owning a gas station and C-store provides you with the best opportunity to run a highly profitable business that derives income from not one but three revenue streams-gas, convenience store and car wash all within the same property. Car washing is proven to be a superior performing companion business to gas stations.



# MAKE CARS SHINE

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

Sonny's CarWash Chemistry features Diamond Shine's complete series of premium chemistry specifically formulated for tunnel car wash systems. Manufactured in standard (30 Gal), 2X (15 Gal) and Super Bullseye Concentrate (2.5 Gal) it's the most convenient and accurate way to deliver cleaner, drier, shinier vehicles no matter what delivery system you prefer.



## Control Chemistry Cost

Diamond Shine Bullseye™ concentrate delivery system with patented on-tank rulers takes the guesswork out of measuring your cost-per-car. Each Bullseye storage tank accommodates our convenient and safe induction-sealed 2.5 gallon concentrate containers to maximize storage space and reduce costly spills.



## Increase Your Average Ticket

The Fusion™ process is designed to give you a competitive edge and increase your ticket average by turning your top tunnel packages into a can't-miss customer experience. The Fusion Process™ delivers a visibly noticeable hand wax quality shine and paint protection in an online application.

# EXPERIENCE THE FUSION PROCESS™ YOUR 6-STEP COMPETITIVE EDGE

According to surveys, the #1 reason people wash their car is because it makes them feel good. Delivering an exceptional experience in the tunnel is a critical element in creating that “feel good” feeling. However, this is only the beginning. The key to retaining customers and maintaining a premium average ticket requires a noticeable difference in the quality of the vehicle. The Fusion Process™ is the industry's first integrated combination of chemistry and equipment designed to create a long lasting shine that brings customers back again and again.



Use standard Fusion Guard graphics or we will customize to complement your branding



Break the bond of the most difficult surface contaminants with this specially-formulated low pH detergent. Applied in a thin sheet of foam that envelops the car and dazzles customers.



Lift embedded road grime to prime painted surfaces for total adhesion of the Fusion Seal Paint Sealant. This ultra-low pH detergent is applied in precise streams that penetrate prior foam applications.



Break down and remove foam residue to completely expose painted surfaces to Fusion Seal Paint Sealant. Infused into a waterfall rinse that flushes all grooves, crevices, cowlings, and behind mirrors.



Lock out dirt and protect painted surfaces with our patent-pending formula that chemically bonds to the surface. Applied in dramatic overlapping droplets that evenly spread for continuous coverage.



Enhance the depth and quality of the shine you deliver your customer with our exclusive poly synthetic wax blended with genuine carnauba. Applied in a cascading sheet of airy foam for complete coating.



Repel water and improve all-weather glass visibility with this hydrophobic spray application. Applied to glass surfaces with precision-targeted manifolds.

## Do You Have a \$25 Top Package?

Learn how on the next page



## Deeper Shine. Longer Lasting Protection.

1

**X<sup>3</sup>**  
**STEP 1**

Enhances Fusion  
Process® for exceptional  
gloss and color depth

2

**X<sup>3</sup>**  
**STEP 2**

Advanced multi-  
layering for superior  
water repellency

3

**X<sup>3</sup>**  
**STEP 3**

Bonds at the molecular  
level for longer lasting  
protection



Integrates With  
Your Custom Brand

[www.DiamondShine.com/ceramic-X3](http://www.DiamondShine.com/ceramic-X3)



**With Advanced  
Multi-Layering Technology**



**Ceramic X<sup>3</sup> + Fusion Process Results in:**

- Higher Average Tickets
- Improved Customer Satisfaction
- The Best Possible Car

## CERAMIC X<sup>3</sup> COATING

Bonding at a molecular level, the three-step layering process of CERAMIC X<sup>3</sup> forms a durable shield that is resistant to dirt, bird droppings, contaminants and water. The layering process provides superior hydrophobic water repellency and a longer-lasting shine.

Give customers a compelling reason to choose your top wash package. Sonny's Ceramic X<sup>3</sup> delivers the satisfying water repellency customers crave – with long-lasting protection and shine – to keep them coming back month after month.



### Unrivaled Formula

Advanced three-step layering process integrated into the FUSION® process



### Ultimate Protection

Resistant to dirt and environmental conditions to keep car looking its best



### Longer Lasting Shine

Creates hydrophobic surface producing exceptional gloss and color depth



## INCREASE YOUR TICKET

Custom branded signage and lighting to create a value position and onsite experience that dominates.



### Designs that Deliver

We create engaging menu designs that leverage expertly-crafted graphics to demonstrate true value and compel your customers to purchase your top package(s) and/or manager's special. Your menu experience will be custom-designed to match your car wash brand and take your message one step further with graphics that reinforce value and show customers what they can expect when they enter your tunnel. We design high-quality menus to match any season, promotion or event. Deploy multiple menu styles across as many sites as you like, and maintain your edge over the competition.



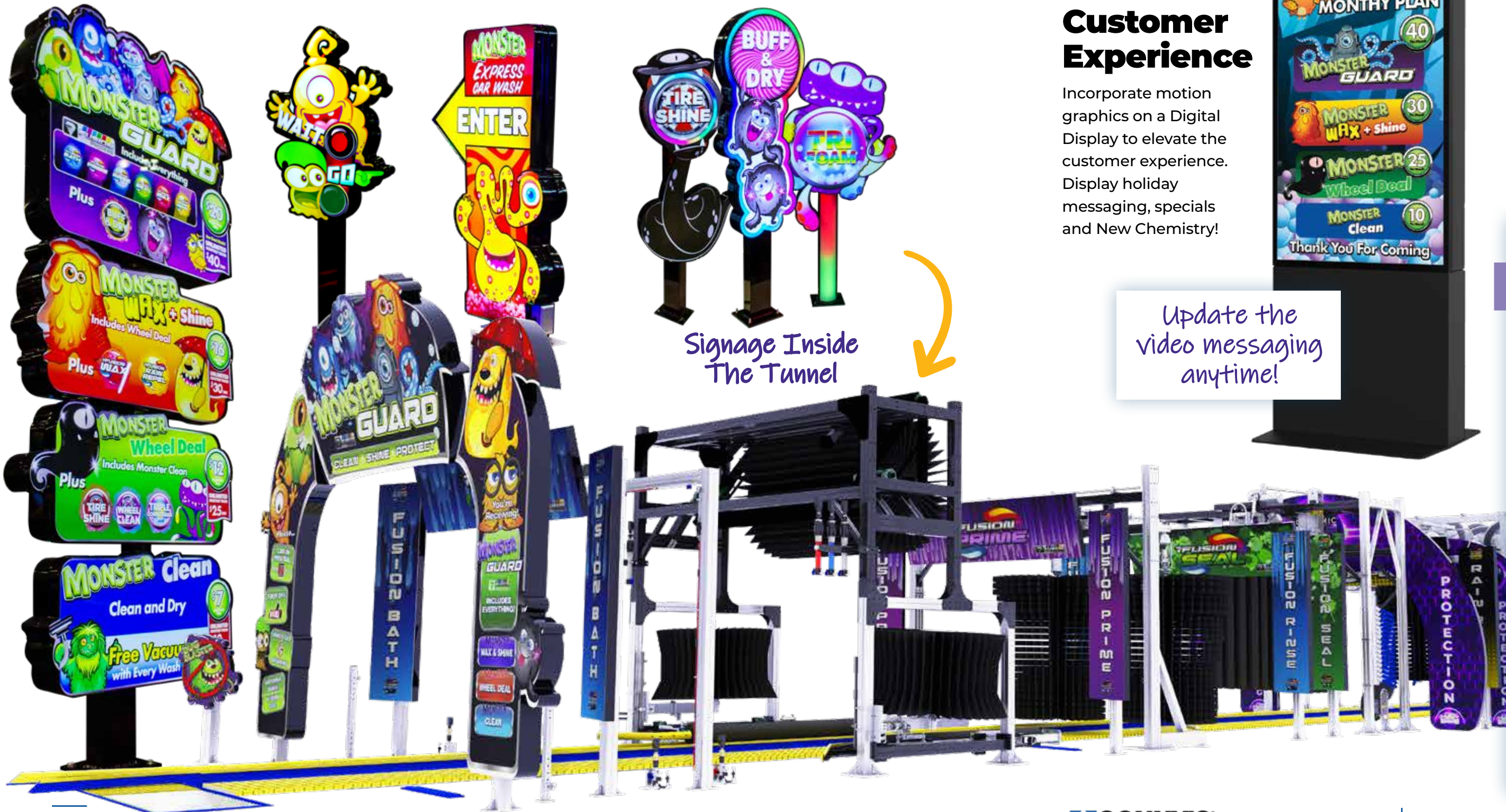
### LEDs Engineered for Car Wash Tunnels

An innovative LED that stands up to high pressure spray, rigorous cleaning chemicals and high humidity levels that constantly challenge car wash lighting. The G&G LED Light stands up to and thrives in the harsh car wash environment. Featuring a chemical resistant, seamless housing, low-profile design, waterproof cabling system and the highest IP ratings. Enhance the aesthetics of your wash and light up the entertainment! Our lighting solutions complement design and provide above and beyond drama in your tunnel.



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LEVERAGE YOUR BRAND TO CREATE AN  
**EXCEPTIONAL CUSTOMER EXPERIENCE**



**Elevate the Customer Experience**

Incorporate motion graphics on a Digital Display to elevate the customer experience. Display holiday messaging, specials and New Chemistry!

Update the video messaging anytime!

COMPLETE  
**SIGNAGE SOLUTIONS**

- |                   |                  |
|-------------------|------------------|
| Menus             | Arches           |
| Canopies          | Tunnel Fixtures  |
| Site Signage      | LED Lights       |
| Instruction Signs | Traffic Fixtures |

**Designs That Deliver Results**



**Increase Your Ticket**

Use our engaging menu designs to compel customers to purchase your top package.



**Earn Repeat Business**

Keep your customers coming back for more with an experience that starts from the entrance to the exit.



**Reinforce Your Brand**

Take your message further with graphics that reinforce your brand's value.



**Maximize Promotions**

Deploy multiple menu styles across sites to maximize seasonal and other promotions.

# KEEP ON WASHING

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



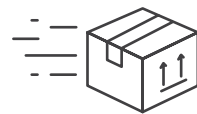
## Right Parts.

Sonny's inventories over 12,000 items, including replacement parts for every OEM Original Equipment Manufacturers— over 12 million dollars in inventory — with more parts added daily.



## Right Price.

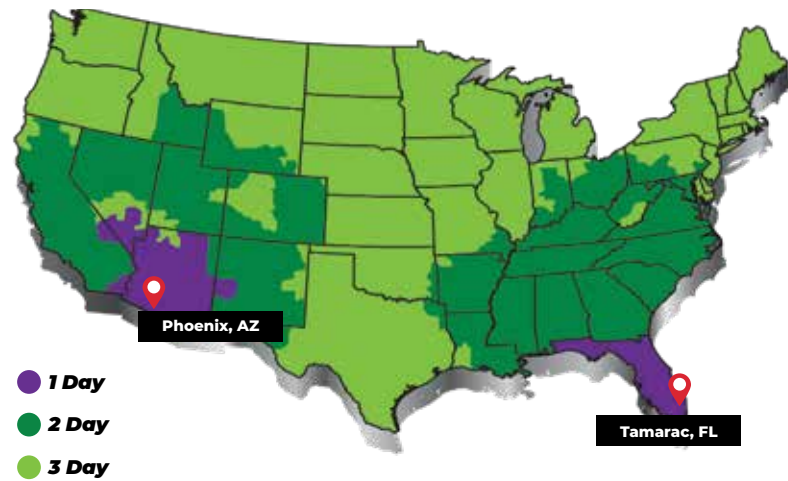
Login to our website to see how Sonny's volume as the largest manufacturer of conveyorized car wash equipment, parts, and supplies in the world lets us deliver the discounted pricing you need!



## Right Now.

Order by 6 PM EST and your order ships the same day! Our knowledgeable customer service team is available from 8AM to 8PM EST and all ground shipments arrive in 3-days or less anywhere in the continental US.

## 2 LOCATIONS SERVING THE COUNTRY

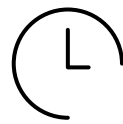


## 3-DAY SHIPPING

Same Price as Ground  
Anywhere in the continental US



12,000 Parts  
**IN-STOCK**  
For every OEM



OPEN 8AM-8PM EST  
**LAST ORDER**  
Placed by 6PM EST  
Ships Same Day for Inventoried Items

Make CarWashing Easy™

Consulting



College



Equipment



Services



Vacuums



Controls



Marketing



Signage



Chemistry



Parts



# 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 The Car Wash Experts

Sonny's has been washing cars since 1949 and 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 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.

## 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 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.

## 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 65 pages of site-specific drawings to reduce costly construction issues 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.



Consulting



College



Equipment



Services



Vacuums



Controls



Marketing



Signage



Chemistry



Parts



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**Make CarWashing Easy**