

SONNY'S - The Car Wash Factory
Five (5) New Case Study Videos
Released for ICA 2010 Car Care Expo, May 12-14, Las Vegas, NV,
Booth #1923



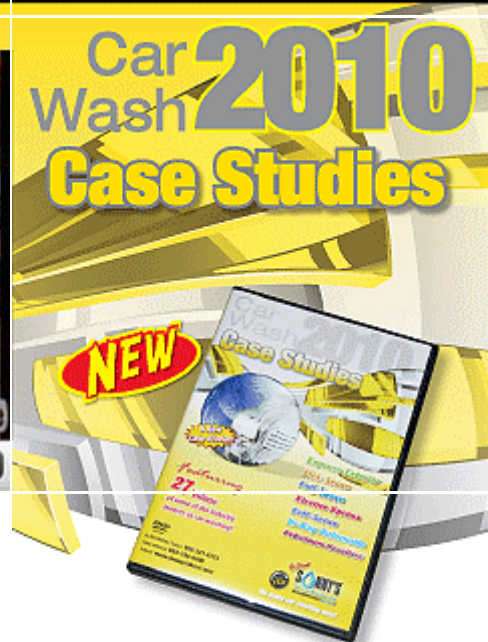
Did you know?

SONNY'S sells more conveyORIZED carwash equipment than anyone else in the world. Plus, we stock over 14,000 items ready to ship the day you order them. Simply put, no other manufacturer has more experience.



We make car washing easy.

ICA 2010 Car Care World Expo, May 12-14, Las Vegas, NV, Booth #1923



Reserve Your FREE 2010 Case Study DVD Now!

Including these 5 new videos!
(26 case studies in all)



Benny's Car Wash
Baton Rouge, LA
Co-Owner: Justin Alford

How do you take two of the most successful full-serve car washes in the country and make them better? Join Justin Alford as he explains a planning process that applies aspects of a flex-serve to his full service operations. His strategy utilizes every square inch of real estate, increases labor efficiency, creates an additional profit center, and avoids cannibalization of full-serve customers –



Moore Clean Cars Fast!
Moore, OK
Owner: Scott Bowen

After selling a full-serve carwash and a 6-bay self-serve, Scott entertained thoughts of retiring before coming across an 8-bay self-serve, with two touch-free automatics, for sale near his home. While running the full-serve he became interested in the express-exterior wash model as a solution to his labor headaches. The opportunity he saw at this older self-serve involved

all without ever closing for business. [Watch Now.](#)



**Gorilla Car Wash
Asheville, NC
Owner: Brian Blakey**

What do you do with all the lessons learned from converting an old car wash facility to a modern express-exterior? Build a brand new facility from the ground up on the opposite end of town! Join Brian Blakey as he takes you on a tour of his latest location and shares his insight on what it takes to make a successful express-exterior car wash. [Watch Now.](#)



**Sumiton Express Car Wash
Sumiton, AL
Owner: Patrick Dodd**

Patrick Dodd had a full time job that he didn't want to leave, but the investment potential in building a car wash, on a great location down the road from his office, was too intriguing to ignore. Join Patrick as he discusses his research into the industry, evaluation of the various carwash models, and how he came to build an Xtreme tunnel with a sustained 60 car per hour throughput inside a pre-fabricated glass building. [Watch Now.](#)

converting four of the bays and some under-utilized real-estate into a 135 ft express tunnel and updating one of the two automatics to the latest technology. One year after the conversion, he's logged 130K washes on the tunnel and annual self-serve vends have grown 13% from half the space. Join Scott on a tour of this amazing facility where Crazy Clean! Crazy Fast! Crazy Good! is more than just the slogan.

[Watch Now.](#)



**NCW – National Car Wash
Manchester, TN
Owner: Johnny Jones**

Join Johnny Jones & Bryan King from NCW, one of the nation's largest car wash chains, as he discusses how he is revamping his self-serve locations with an innovative concept that leverages his experiences with the express-exterior wash format into an entirely new style of wash he calls the Soft-Touch Express. By focusing on enhancements to increase the throughput of a traditional automatic, NCW is now able to meet the changing demands of its customers while increasing their average ticket by over 30%. [Watch Now.](#)

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