

EXTERIOR EXPRESS CAR WASH

Why do they appeal to customers?

Source: NS Corp, Inglewood, CA

SURVEY SAYS...

El Segundo 5 Minute Express Wash Customers Were Surveyed ~ Survey Responses Used to Script Marketing Video. Customer Responses Included the Following:

1. Value Priced Services

- Basic Wash \$5.00
- Tri Color & Clear Coat \$7.00
- Wheel Brite / Tire Shine \$9.00
- Auto Hand Wax & Rain X Complete \$11.00
- SUVs Same Price

2. Fast Service Delivery

- 5 Minutes or less even during peak wash times
- No long lines

3. Convenience

- Close to home, work & shopping
- Extended hours of operation

4. Dependability – Always open rain or shine

5. Like to use the “Auto Sentries” (TM)

- Cash or credit
- Pre-paid discount cards
- Fleet cards
- No pushy salesmen
- No tipping

6. Enjoyable experience

- Easy & safe supervised conveyor belt loading process
- Lots of foaming detergent
- Safe & thorough wash process
- On line Extra Service available
- Spot free rinse & dried
- Free vacuums – NO STRANGERS IN VEHICLE

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