

***Others are profiting
from maintaining your
customers' vehicles ...
why aren't you?***



+ YOUR CUSTOMER BASE

Increased Profits

You look to maximize revenues from your customer base, while keeping them loyal to your dealership. Marketing our ExpressLane car wash program to your customers will create the frequent visits you want AND generate profits for YOU.

ExpressLane Program Benefits:

- > Generate cash flow and profits from the car wash
- > Bring your customers back to your property on a weekly basis
- > Cross market other services you offer to these customers as they visit the car wash
- > Improve customer CSI
- > Give your sales department a closing tool, by offering a service that other dealerships do not
- > Wash your service vehicles quickly, effectively and safely



Recognized Value

Customers notice the difference in quality, safety and overall cleaning results of a MacNeil car wash. By offering your customers a high quality wash that is convenient and competitive to retail car washes, repeat business and increased profits are easily recognizable.





A Quality Product

MacNeil is the premier supplier of car wash equipment to the conveyor market. Our ExpressLane system will enable you to provide your customers the same thorough wash experience they receive from retail car washes, in less space.

Controlled Volume

The ExpressLane car wash system provides an economical, high quality wash that your customers will value, and use frequently. Our unique wash pass program provides control over who utilizes the wash, accounting for each customer and department that goes through the wash.

No Car Wash Experience Necessary

Your MacNeil distributor will provide assistance through the entire development process. They will also supply your car wash with everything required for successful operation, including chemicals, preventative maintenance and service, allowing your personnel to focus on the dealership.



Sample Projected Profit

CAR WASH REVENUE Qty of Customers in Program – 700

	% of Customers Purchasing Wash	# of Customers	Monthly Charge for Wash Pkg	Revenue from Wash Pkg
Basic Wash	60%	420	\$15	\$6,300
Best Wash	40%	280	\$25	\$7,000

MONTHLY CAR WASH REVENUE

\$13,300

CAR WASH EXPENSES Total Washes per Month (based on 4 customer washes per month) – 2800

Operational Cost per Car (Includes: chemical, maintenance, utilities, wear parts, miscellaneous, open/closing labor)	\$1.35
Total Operating Costs	\$3,780
Capital Investment (Includes: tunnel equipment \$195k/60 months & building \$175k/180 months @ 7%)	\$5,434
Total Expenses	\$9,214
MONTHLY GROSS PROFIT FROM CAR WASH	\$4,086