

THE

WASHTECH®



2009

NEWS

Your premier distributor of the finest vehicle wash systems, equipment, products and solutions in the Mid-Atlantic.

TWELVE PRINCIPLES

written by Craig Hanson, President

This is the first week I can remember that it hasn't rained. Slowly but surely cars seem to be trickling back into the washes. I think for a lot of us, we have been through the Perfect Storm. There is little doubt that the past 18 months have been some of the roughest any of our businesses have ever seen. I am asked all the time what we see in other areas of our territory and pretty much only the attorneys have been busy.

Our industries ability to rebound consistently amazes me, and I think this year will be no exception. Our capability to revitalize ourselves is evident in the operations I visit. The entrepreneurial spirit is a common bond between everybody who makes this industry their career.

I have twelve principles that I refer to constantly to guide my business and I am sharing them because I believe they have helped Washtech weather the storm.

1. Demand timely reporting. If you can't measure it you can't fix it.
2. Maintain & Expand Washtech's leadership position in the region by investing in technology.
3. Continue to invest in our #1 asset our people by utilizing good hiring practices and continuing to develop benefits that protect this asset.
4. Protecting our Culture while helping it mature.
5. Strengthening our value added component.
6. Simplify doing business with Washtech by analyzing areas that frustrate our customers and CHANGING our practices.
7. Developing and maintaining complete training strategies for all employees.
8. Utilize The Flawless Execution process. (Read the book "Flawless Execution")
9. Broaden our market offerings to increase revenue.
10. Create long term strategic alliances.
11. Protect and promote The "Washtech" brand.
12. Position Washtech as a green company.

I believe that by having these principles written down I have been able to constantly refer to them and hold a strong course through what has been a very rough sea. I encourage you to write down your guiding principles and refer to them often.

Principles nine and ten have been big ones for us this year we are very pleased to be representing Carolina Pride self service equipment in our southern markets. I have spent a good deal of time with the folks at Carolina Pride and am impressed with how well thought out their equipment is. We will continue to offer Ginsan as well but this new addition helps us broaden our product offerings. (continued on top of page 2)



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For the past two years Washtech has been learning the ins and outs of alternative energy as part of our Green positioning #12. We should be deploying our first solar collectors this year. Not only do we plan to replace fossil fuel in the car wash but imagine the marketing power the collectors will add to the washes employing this technology.

We are very excited about our new automated bike wash. While the first production models are just hitting the street initial reports are very good. This is a very unique product and while it will not be for everybody due to the size of the market it will certainly fair well in larger markets. Our initial plan is to offer some territorial protection to washes that add this feature. Talk about expanding YOUR market.

This year Washtech entered the heavy vehicle washing arena. We have chosen Westmatic to be our partner in this endeavor, and are working on several up coming Heavy vehicle washes.

While all of our partners are investing in technology (principal #2), the clear leader in this endeavor is PDQ. September 23 marks the release of the all new LASERWASH this machine will set the standard and raise the bar once again for our industry. The test results are in and the wash is meeting its design criteria. To you that means a faster wash with out the loss of cleaning. The success of the Laserwash has long been based on the way it puts on the Presoak. The single inverted L arch the Laser wash uses allows the presoak to begin working on one side while the other side is still being applied. This "Smart Dwell" can not be imitated by gantry or multiple arm machines. The new Laserwash continues with this method but uses new technologies to add speed to the wash. It is a full 30 % faster than previous models the 4000 and the M5 without sacrificing cleaning. To you that means more cars washed on busy days.

While weather and the economy are not things we can control, how we run our business is. By following your entrepreneurial spirit and sticking to solid business principals our industry will move forward and a bigger and stronger washing market will evolve.

VETERANS WASH FOR FREE WITH GRACE FOR VETS 2009

(Ephrata, PA) Since 2004 Grace for Vets has honored veterans and service personnel with free car washes across the nation. Hundreds of car washes have participated in this program and the list grows every year. The program shows the car wash industry's united support of service personnel who have sacrificed for every citizen's freedom.

Veteran's day is Wednesday November 11, 2009. Hundreds of car washes around the county are expected to participate in Grace for Vets. Participating in Grace for Vets has proven to increase support for veterans throughout the business community as well as create enthusiasm and patriotism at participating washes.

The Grace for Vets web site www.graceforvets.org is the place to register to access promotional material. The registration process is easy and a wash must be registered to download materials to promote the program.

Freedom is not free. November 11, 2009 is the opportunity of a lifetime for the car wash industry to show their united support for veterans through the Grace for Vets free car wash program. If you have any questions call the marketing department at 717.733.9688 or visit our web site at www.graceforvets.org.



CAROLINA PRIDE CARWASH SYSTEMS

Washtech proudly announces its new affiliation with Carolina Pride Carwash Systems, as exclusive distributor of this fine self-serve equipment line, throughout Virginia, West Virginia, Maryland and Delaware. Perhaps best known for its Performa Carwash Series, Carolina Pride has been in the carwash industry as a professional supplier and operator for over forty years. Put this new alliance, Washtech and Carolina Pride, to work for you and your success!!



MOTO EXPRESS WASH

Washtech has accepted distribution in the mid-Atlantic for the new Moto Express Wash, the first and only fully automatic motorcycle wash system. The Moto Express Wash is the innovative result of proven touchless technology, now applied to motorcycle washing. The new machine is gaining wide enthusiasm and acceptance by bikers across the country, and Washtech proudly presents it to you as the next new profit center at your site.



Starting at \$78,000 per bay plus installation, tax, freight, & support equipment.

MOTO EXPRESS WASH

Free Site Evaluation.

Wash. Dry. Ride.®

LASERWASH[®] SMART 360[™] TECHNOLOGY



The **NEW PDQ LaserWash[®]** once again raises the standard for touch free car wash equipment. **Revenue Increases** and **Lower Cost of Ownership** were our main goals and this system delivers the industry's best **Return on Investment**.

Our **Smart 360 Technology** makes the system more responsive to the dynamic conditions in the wash bay and allows the machine to "think for itself" to increase up-time and optimize the wash process. Smart 360 Technology keeps the system active for the entire wash cycle covering the full perimeter of the vehicle.

The New LaserWash provides substantially **Faster Wash Speeds** that increases vehicle throughput and shortens stacking lines that keep your customers happy. Our new machine design uses less energy and utilities reducing your **operating cost and increasing your profit margin** with every wash.

New services include **Front Bug Prep**, dedicated Super Sealant applicators, our **FlashDry[®]** rinse and Smart 360 arch control that provides the best detergent coverage and improved bug removal. The **Rounded Arch Corners** keeps the wash focused on the vehicle and reduces your water and chemical usage. The New PDQ LaserWash will fit into smaller bays and is a quick and easy replacement for the LaserWash[®] 4000.



	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue Increase	\$ 23,695	\$ 36,676	\$ 48,082	\$ 58,260	\$ 67,660
Operating Cost Reduction	\$ 9,469	\$ 8,960	\$ 8,766	\$ 8,960	\$ 9,419
Total	\$ 33,164	\$ 45,637	\$ 56,848	\$ 67,220	\$ 77,079
Accumulated	\$ 33,164	\$ 78,801	\$ 111,954	\$ 142,498	\$ 171,495

Average Initial Investment
\$88,760

WASHTECH[®]

DON'T WAIT! READY TO HELP THE WASH SEASON.

CALL 1-800-448-4735 OR 1-866-927-4832

First Year Results	
Wash Volume	↑ 6.5%
Revenue per Wash	↑ 8.0%
Costs per Wash	↓ (\$0.37)

Note: All numbers are based on industry surveys and logical adjustments based on the installation of a new PDQ LaserWash.

THE WASHTECH[®] NEWS

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FALL 2009



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