

# Car Wash SPOTLIGHT

## YANKEE CAR WASH

*Cody, Wyoming*



*Yankee Car Wash has 2 automatic bays equipped with Water Wizard 2.0's and 3 self service bays*

This fall *Paul LaRoux*, owner of **Yankee Car Wash** in Cody, Wyoming decided an expansion was necessary at his car wash. Since opening his wash over 10 years ago, he has continually improved, added and upgraded to keep his business growing. In the past he has added additional services to his self service bays such as low pressure guns and credit card systems, and replaced his Hydro spray Rainmaker with a Water Wizard 2.0. The most recent improvements included converting an existing self service bay to another Water Wizard 2.0, adding Wheel Scrubs and RainX to the existing Water Wizard, upgrading to new Washgear swipe readers on the auto cashiers, and adding an additional self service bay to the wash. With the addition of the new services, he was able to increase his revenue per car in the automatic bays, as well as double his capacity. Paul's operating philosophy of providing a great quality wash has enabled him to operate a highly successful wash in a relatively small market with numerous competitors close by.



*The newest Water Wizard 2.0*



*Wheel Scrub*