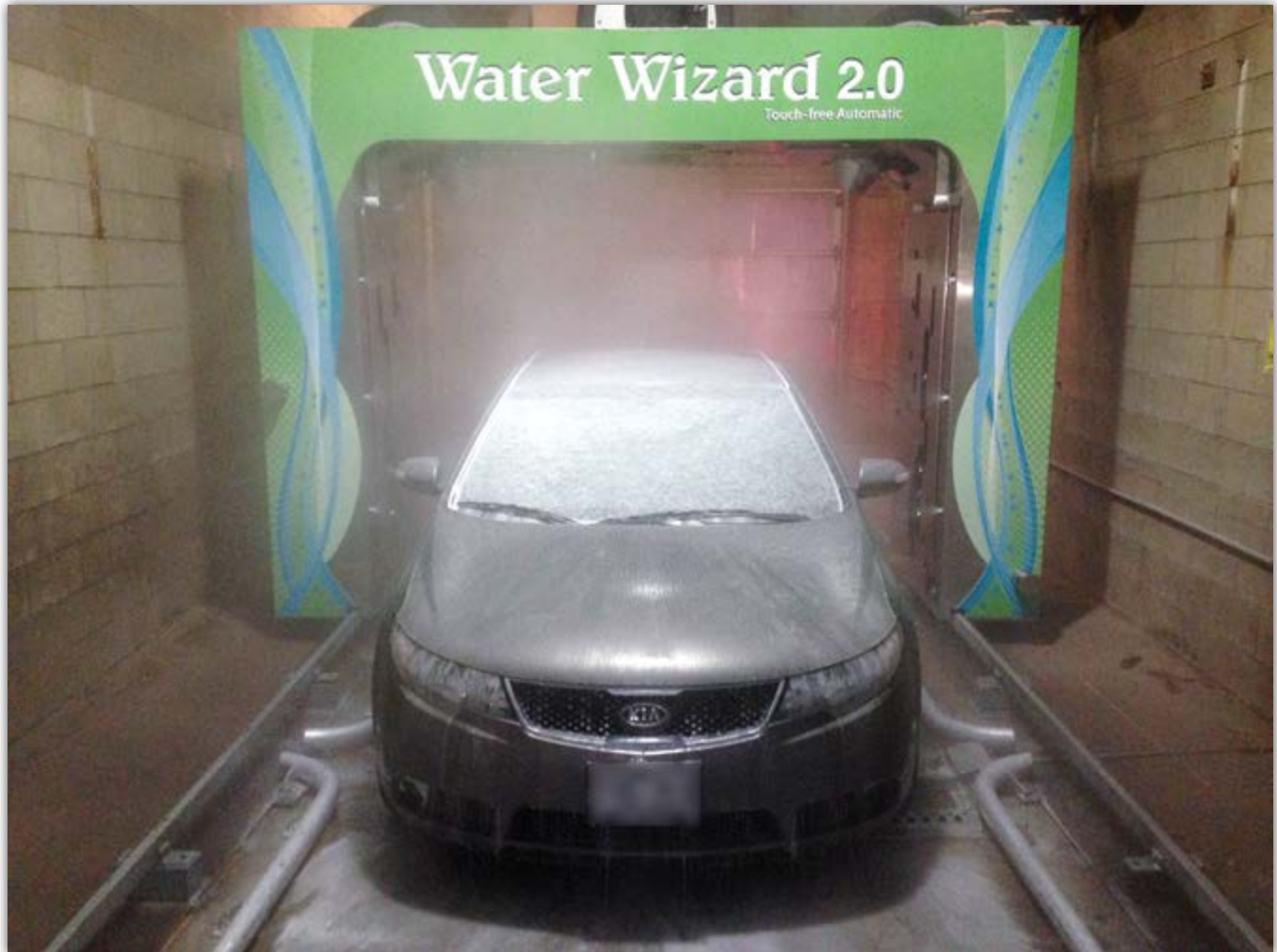


Car Wash SPOTLIGHT

EASY CLEAN CAR WASH RETROFIT

Thornton, CO



When Eugene and Jill Martinez' *Karcher Opti 8000* sustained severe damage as the result of a vehicle strike, they knew the time to replace the failing equipment had arrived. The Martinez' have owned and operated *Easy Clean Car Wash* at 11070 Colorado Boulevard in Thornton, Colorado for the past seven years. They decided that the operating costs had become excessive and wanted to upgrade with service options their customers would appreciate. Eugene was determined to replace his automatic equipment with a reliable, hardworking, efficient automatic wash system that would provide his customers with a high quality wash and great in bay experience.

After doing much research, Eugene and Jill settled on a new *Coleman Hanna Water Wizard 2.0 DSI*. The *Water Wizard* touch-free automatic wash system has been in production and has evolved with the latest industry technologies since the early 1990's. DSI is an acronym for Direct System Injection which refers to the machines capability to inject, mix and apply precise levels of presoaks, waxes, conditioners, and other popular car wash solutions.

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EASY CLEAN CAR WASH RETROFIT (continued from previous page)



Removing the *Karcher* and retrofitting the mechanical room and wash bay for the new equipment was relatively simple as the new automatic requires less electrical, water and natural gas resources. Some space was recovered in the mechanical room since the new pump rack requires a mere footprint of 30" Deep x 36" Wide x 70" Tall.

Like all car wash operators in today's competitive environment, The Martinez' had a budget to work within and were looking for the most mileage for their dollars. They were also concerned with the long term cost of ownership. Some obvious reasons that have Eugene excited about his new purchase is the savings he can expect in water and natural gas. His new *Water Wizard* provides an outstanding works wash with just 80 gallons of cold water. The new *Hydra-Flex Turbo Nozzles* provide outstanding cleaning capability especially with removing heavy mud, snow and ice. The *Triple Shine Conditioner* is an option that many customers will appreciate and will improve the wash ticket average. The new automatic also provides the Martinez' with flexibility for upgrading with several money making options in the future. Those options include *Wheel Scrubs*, *Total Body Protectant* and the "*Wings Package*" that will decrease the **Works Wash** time to about six minutes.

Welcome to the *Water Wizard* Family, Eugene and Jill! You are in great company, joining 22 other operators with 41 *Water Wizards* operating in *Hi-Performance's* territory.