



The Tunnel Experts™



Professional
Car Wash Programs For

Auto
Dealers

1-800-327-8723

www.SonnysDirect.com

Is Your Car Wash Program **on Target?**

- Cut labor expenses
- Boost CSI (Customer Satisfaction Index)
- Track car wash expenses by department / dealership
- Increase throughput
- Improve wash quality
- Create incremental revenue from a new profit center
- Generate additional service revenue
- Keep existing customers coming back
- Attract new customers to your locations



**Conveyorized tunnel washes
are used by professionally
owned car washes worldwide!**

We know Auto Dealers face **unique challenges** with washing cars. Lot cars must be kept clean; service vehicles must be washed prior to being returned to customers; and many dealerships are operating multiple brands from a single site creating a lot of cars that need washing. These factors **create a crunch** in the washing and detailing department.

Auto Dealers are looking for **new and different ways** to address these issues. In-bay automatic style machines cannot meet the demand today's dealerships require. Tunnel car washes are not only the fastest, safest, and most efficient method of washing vehicles; they can also operate automatically and with minimal labor. Add a conveyor to the tunnel wash and **consistency and throughput** will increase substantially.

Looking to take this a step further? Your car wash program can be converted from a **cost center to a profit center** by opening your facility to the public. Promotions like unlimited wash clubs can be sold or included with new car purchases, not only **driving revenue at the wash**, but increasing business for the dealership via service and new car sales.

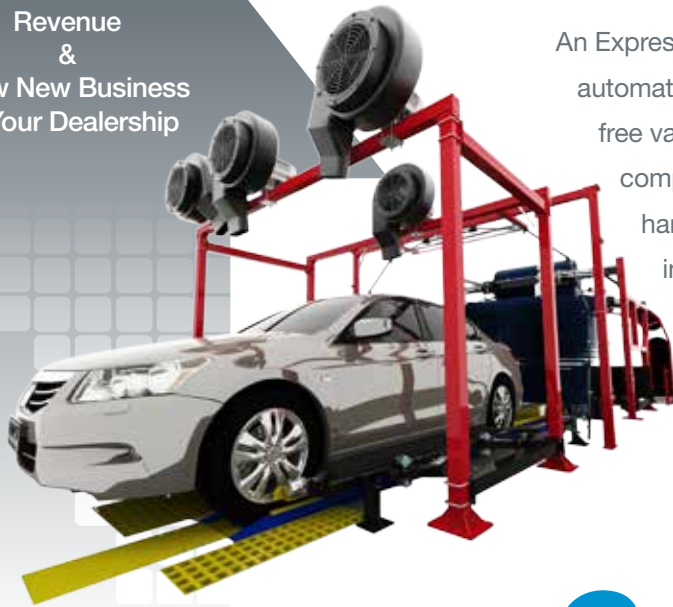


Option 1:

Conveyorized Tunnel Car Wash - For Profit

An Express Exterior car wash at your dealership featuring automated pay stations and a gated entry system with free vacuums can be a huge money maker. A perfect complement to your dealership, the car wash will not only handle your fleet wash requirements, but will generate incremental revenue by drawing new customers to your site.

Generate Incremental Revenue
&
Draw New Business
to Your Dealership



Option 2:

Conveyorized Tunnel Car Wash - For High-Volume Efficiency

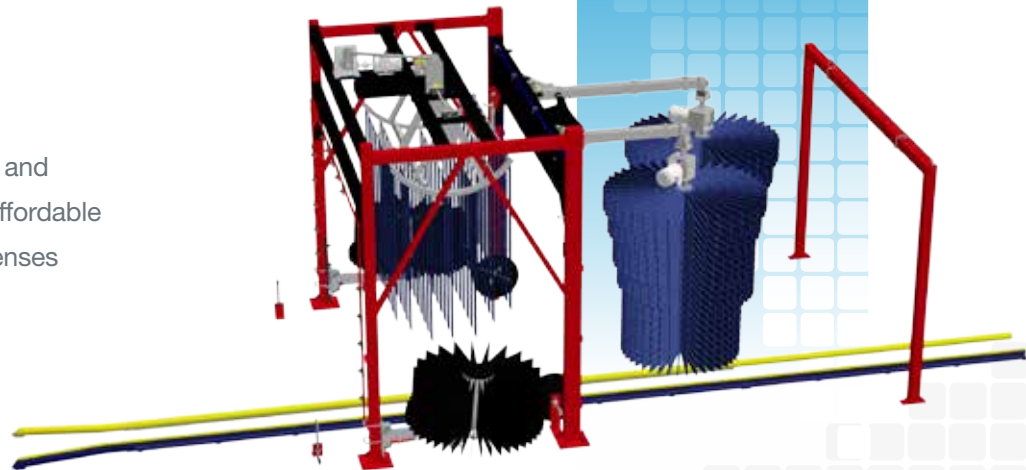
A short conveyorized wash for your vehicles will automate and streamline the wash process. You'll be able to handle peak demand and turn out a consistently clean, dry, shiny car in as little as 40 linear feet.

Boost CSI
&
Cut Labor
Expense

Option 3:

Drive-Thru Car Wash - For Professional Service

Slash labor costs and improve consistency and speed with a drive-thru fleet wash. These affordable wash systems are designed to reduce expenses and improve your CSI.



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Option 1:

Conveyorized Tunnel Car Wash For Profit

Jeb Balise was not only looking to increase his CSI, he felt like there was an opportunity to do something different with his car wash program. He had excess land at his dealership - front and center, and wanted to explore adding a retail car wash to his site. Sonny's helped Jeb analyze his location to determine the feasibility of the car wash, and provided a specific site proforma with projected ROI for Balise's idea. The study showed the site was perfect for an Express Exterior Car Wash with Free Vacuums. Sonny's provided a site layout to show how the wash would integrate with the existing dealership so traffic flow would work for both the retail customers and the dealership employees washing lot and service vehicles.

“I needed to do more than cut labor expense and boost my CSI. I wanted a stand-alone profit center that would generate incremental revenue, draw new business to my dealership, and keep my best customers driving on to my property every week. I am pleased to say it's been so successful that we are working on our third site.”

Jeb Balise

President, Balise Motor Sales



The wash was constructed and has been a tremendous success. Balise's new car customers have become loyal car washers joining his "Love Your Car Club", and visit the site multiple times per month. The car wash is washing thousands of vehicles each month, and is an extremely profitable business by itself, so much so, Jeb is expanding his car wash business by adding wash only locations!

“We have been so pleased with our first Sonny's car wash and the value it has provided to our customers and our dealerships in Hyannis that we decided to do it again! This time, with an even bigger vision of bringing our customers the latest state-of-the-art equipment, enhancing their relationship with Balise and creating that 'Love Your Car' experience.”

Tony DeBarros

GM, Balise Motor Sales



120'

Tunnel System

Up To 130 Cars Per Hour!



90'

Tunnel System

Up To 100 Cars Per Hour!



60'

Tunnel System

Up To 70 Cars Per Hour!



Professional
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Option 2:



Conveyorized Tunnel Car Wash For High-Volume Efficiency

Dealerships today are bigger than ever featuring multiple brands and maintaining ongoing service business is a top priority for most. These factors, along with increased labor costs, create a need to wash more cars quickly. A short conveyorized tunnel will help you meet the demand of your car washing needs, save labor, and consistently deliver a quality car wash to your customers. This is what drove Lauderdale BMW to revamp their wash program. They had simply outgrown their previous car wash and could not produce the volume of washes they needed to meet the demand. Sonny's helped them analyze their needs along with the space and utilities they had available. A 72 foot conveyorized tunnel was designed specifically for them, and now they are able to keep up with their car washing needs.



“ We love our Sonny's tunnel, we wash over 300 cars per day – with 3 guys we pick them up at the service writers, wash and deliver them back to our service customers clean, shiny and dry! This is the most efficient way to wash hundreds of cars per day I have ever seen! Sonny's showed us how to design, build and operate the wash. We are big fans and we love the CarWash College and the support we get! ”

Todd Hoerning
Lauderdale BMW Service



Q:

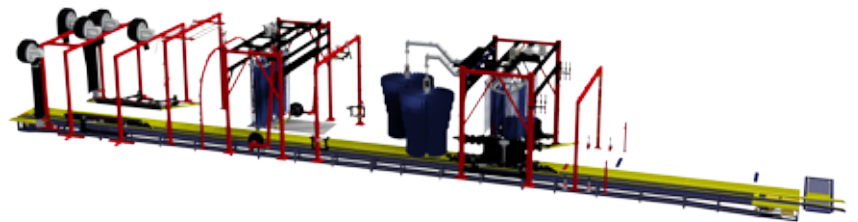
How is a Conveyor better than a Drive-Thru?

A:

Many dealerships utilize drive-thru tunnels for their car washing needs, however adding a conveyor creates several distinct advantages as volume needs increase. First - Consistency. The biggest downside to a drive-thru unit is it requires the driver to slowly and consistently drive the vehicle through the wash. This requires training and patience. As time pressures build, it becomes difficult to ensure that the wash process is not rushed. Second-Safety. Once the driver begins to speed through the wash, damages can occur to both the wash equipment and the vehicle. Third - Quality. Consistent speed allows for the equipment to be precisely dialed in creating the best possible wash. The addition of the conveyor allows for all of these issues to be addressed. While it does represent an additional cost in both equipment and construction, it may be well worth the investment.

80'

Tunnel System
Up To 90 Cars Per Hour!



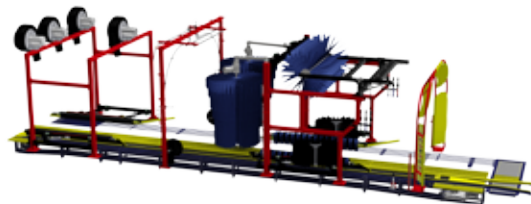
60'

Tunnel System
Up To 70 Cars Per Hour!



45'

Tunnel System
Up To 60 Cars Per Hour!

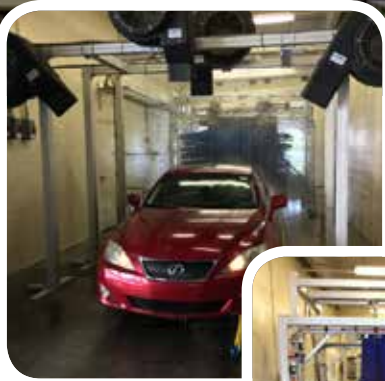




Drive-Thru Car Wash for **Professional Service**

Sonny's Fleet-O-Matic drive-thrus are the industry leading workhorses engineered and manufactured to wash hundreds of cars safely and reliably on a daily basis. The Fleet-O-Matic line will cost-effectively wash hundreds of thousands of cars, giving your company a reliable solution to wash your entire fleet and service customers with minimal labor!

Pines Subaru/Lexus loves the reliability of the Sonny's drive-thru car wash so much they bought not one, but three! The drive-thru units were designed to fit in their service center, and customized for their specific needs. Sonny's drive-thru packages offer many options like high pressure wheel cleaning, online wax application, spot free rinse, and air dryers. Just pick and choose the options that work for you.



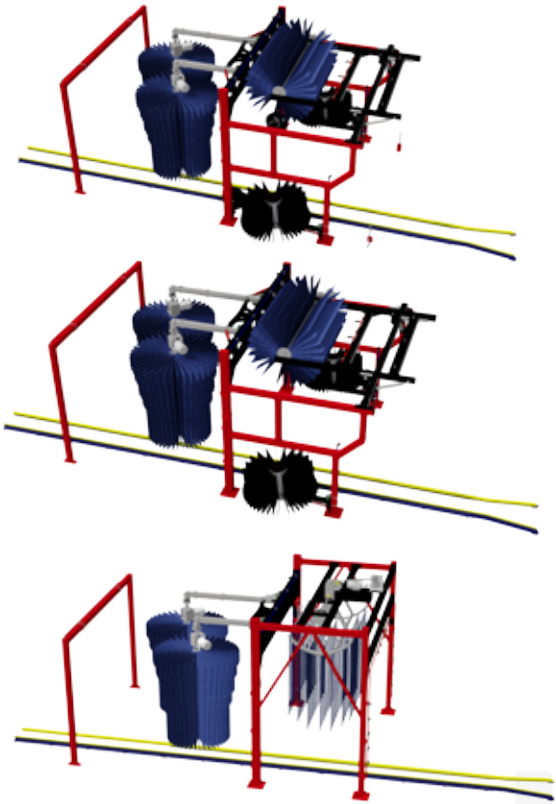
“ We wash thousands of cars at our dealership every month. We have three Sonny’s Fleet-O-Matic DT 7000 series machines. We wash all of our service cars, rental fleet and our inventory! The machines are extremely cost effective and reliable, we have owned them for years! Our CSI is critical to the success of our dealership. We have been believers in car washing for a long time. The Sonny’s machines allow us to return all of our cars to our customers clean, dry, and shiny!”

Tony Luizzi
Operations Manager, Pines Lexus/Subaru

7 Touch
Drive Thru System
Up To 55 Cars Per Hour!

5 Touch
Drive Thru System
Up To 45 Cars Per Hour!

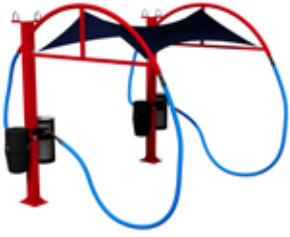
3 Touch
Drive Thru System
Up To 35 Cars Per Hour!



Options / Additions:

Vacuum Stations

Free vacuums are a huge customer draw at any Express Wash, or they can be used by your employees to quickly and conveniently vacuum cars. Available as either a central vacuum system allowing for multiple stations on one vacuum; or individual stations, Sonny's will configure a system that will work for you.



Car Wash Business Point of Sale (POS) System

SONNY'S POS is a full featured Point of Sale (POS) system that helps you grow your car wash business. Designed exclusively for the car wash industry, this system helps you control your cash and employees and also provides loyalty and discount programs to keep your customers coming back.



Spot Free Rinse

Utilizing a Reverse Osmosis System (RO) to remove the minerals and deposits from city water will leave your cars shiny! Any residual water that is left on the vehicle, or runs out of a crevice, will not leave spots, thus reducing the need for towel drying.



Tire Shine

Increase customer satisfaction and revenue while reducing labor and chemical costs on tire dressing with SONNY'S Tire Seal Machine.



Water Reclaim System

Water is a precious limited resource that can be very expensive in many areas. Conserve and recycle up to 90% of your total water usage with Sonny's Reclaim System – reducing your water bill by up to 90%.



Air Dry Systems

SONNY'S Air Drying Systems include a unique unibody plastic blower housing which has no seams or plastic welds that are prone to cracking. Scrolled housing design allows for maximum drying performance. Add SONNY'S Gator to instantly control airflow and save electricity.



Automated Pay Station

SONNY'S Automated Pay Stations give you the convenience, security and innovation to improve your throughput and monitor your cash without needing an employee. Multiple options are available to process club plans and fleet accounts with options to upgrade for additional revenue.



Custom Signage

SONNY'S Custom Signage allows you to display your menu in a format that is easy for customers to understand. The prices of your car wash packages are applied in removable vinyl film that allows for quick and easy pricing changes.



Why Sonny's



1. We Really Are #1

We are the largest in the world for sales of conveyerized car wash equipment.

2. Washing Cars Since 1949

We've been washing cars for over 60 years. Our operator mentality and experience allows us to support our customer in a unique way – We've been there and know how to help you succeed!

3. Financial Strength & Security

We are family owned and operated with zero debt. We'll be here with you for the long haul.

4. Superior Support Organization

Our nationwide support organization will be there to help every step of the way. We have the strongest distribution network in the industry.

5. CarWash College

Need to learn how to manage your wash or keep up with maintenance and repairs? We have classes for that. The industry's only ongoing car wash learning institution.

6. Replacement Parts & Supplies.

We stock over 12 million parts in our warehouse. If you need it, we can ship it same day.

7. Cloud-based Point of Sale System.

Our Controls product will allow you to manage your wash – easily. Our dashboard format allows you to access information about your wash from anywhere.

8. In-house CAD Team

Our CAD department has designed more car washes than anyone in the world. Each system comes with over 50 pages of site specific drawings to make sure all bases are covered.

9. Open Architecture

Built to last, our equipment is not only durable; we utilize open architecture design – no proprietary parts, saving you money.

10. Lifetime Warranty

We are the only manufacturer that offers a lifetime warranty on our frames.



The Tunnel Experts™

Professional Car Wash Programs For **AutoDealers**



SONNY'S[®]
The CarWash Factory

The Tunnel Experts[™]

is trusted by branded dealerships — worldwide

Create a different result with your car wash program by taking a different approach.

Call Sonny's today to design a car wash program that suits your current needs and allows for future growth.

Sonny's has everything you need to be successful with your car wash program. From the Equipment and Parts to the Education and Controls Software - Sonny's has the total solution for all of your car wash needs.

The CarWash
Factory



The CarWash
Supplier



The CarWash
Manager



The CarWash
Trainer



Decide With Confidence
 SONNY'S remarkable financial stability is recognized by Dun & Bradstreet, the world's leading source of commercial information and insight on businesses.

Designed & Manufactured in the USA

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