

Designed Here. Built Here. Backed Here.

# The Tunnel Experts



## The Expert

### /// Operator's Guide To Grow Your Business

Exclusively For

Petroleum & C-Store

Car Wash Operators



## Decide to Maximize Your Car Wash Potential!

Have you seen your car wash revenues decline in the past few years? Does it feel like the glory days of C-store car washing have passed, and your sales are almost not worth the hassle? OR, is your busy wash maxed out and it seems like when everyone wants to wash the line is too long and customers won't wait. In either case, a mini tunnel conversion may be your answer. Reimagine your car wash program and exceed those great sales numbers you used to achieve, or surpass your current sales with improved throughput and a better average ticket.



Simply put it is a compact conveyerized tunnel. While small in footprint, the mini tunnel offers the same benefits of equipment technology and design found in larger sized tunnels. It will deliver a superior wash than what is produced by most in-bay automatic style washes and will allow you to provide value-added services such as wheel cleaning, hot wax application, and tire dressing to your customers, without adding additional time to the wash.



## What is an Xtreme Xpress Mini Tunnel?

## Is a Mini Tunnel Right for You?

Many factors must be looked at to determine if a mini tunnel is right for you. Does the consumer demand at your location warrant a mini tunnel? Can you fit the mini tunnel at your available car wash location? Factors like building length, electrical & water service must also be evaluated. Will the renovation cost produce the ROI that you need? Sonny's® can help you navigate all these questions so that you can make the best decision; after all, we're The Tunnel Experts!



## **ROI (Return in Investment)**

Sonny's can help you develop a complete project budget for renovating your wash. Included would be "standard" items such as construction costs, permitting, painting, and the cost of your new equipment. Ancillary items need to be included too so you'll see funds allotted for a startup marketing campaign and an allowance for new signage. Compare your budget to your revenue projections for the new wash to determine the payback time frame. How much more revenue will you see in the long run? How will you pay for these improvements? For existing operators, there are many financing opportunities available.



## **Why SONNY'S® The CarWash Factory?**

Choosing who you do business with, is as important as the type of business you decide to pursue. We started as car washers in 1949 and have become the largest manufacturer of conveyerized car wash equipment, parts and supplies in the world; the type of company we would want to partner with as a car wash operator. So if you're serious about car washing, and believe in the potential incremental revenue that it can generate for your existing business, let us show you How to Make Real Money Washing Cars!





“

## CaseStudy

We pump gas, do oil changes and auto repairs. Four or five years ago, after traveling all over Houston, we decided to increase our business by adding a car wash. We have a great small corner location, but wanted to provide service like a big tunnel does. SONNY'S provided us with a 35-foot conveyor solution that was designed to provide all the services of a big tunnel. I advise every gas station operator like me, to install a car wash. Don't get scared, install it!

”



**Sam Zamar**

Owner — Shell Station Car Wash  
Houston, TX





# Ready to Start?

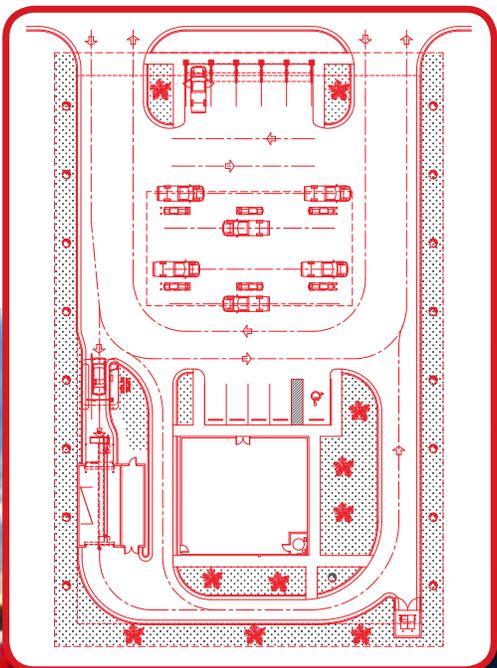
For Your

Call 800-327-8723

Professional

## 3-Step Site Analysis

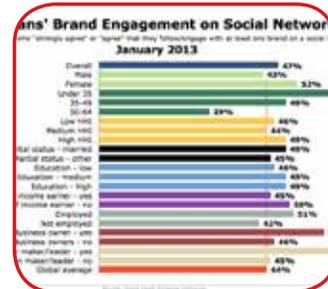
Think a mini tunnel is right for you? Let the professionals at Sonny's prepare a site specific analysis of your car wash opportunity. We will evaluate your location, area demographics and determine the demand for car washing. Utilizing our 3 step process that has been proven hundreds of times across the nation, we will work with you to determine the potential of your site, create an equipment package that will capture that potential, and maximize your car wash profits. This tool will provide you a complete picture of your car wash opportunity including a visual drawing of how it will work on your site.



### Step 1:

#### Site Analysis

Complete demographic study of your area and physical characteristics of your location to determine optimal size and layout of the carwash.



### Step 2:

#### Proforma Analysis

Comprehensive look at the revenue potential based on the demand by car wash package including operating expenses. Construction and capital requirements are calculated into the proforma to create a true picture of projected profitability and ROI

OPERATION	THURSDAY	FRIDAY	SATURDAY	SUNDAY
START	12:00	12:00	12:00	12:00
END	12:00	12:00	12:00	12:00

### Step 3: Site

#### Presentation Drawing

Presentation set of drawings detailing your complete site layout showing traffic flow, vehicle stacking and staging as well as equipment package included in your car wash facility



# It's a Proven Model But Does It Make Sense *For Your C-Store?*

“ By far, this tunnel is yielding the best results of all of the different generations of washes we've had here. Our meat and potatoes come from the revenue we make from our wash. We're up about 75% in volume and that's in less than one year. We're gaining traction from good word of mouth and by doing things right. ”

**Chris Duda,**  
**Operations Manager**

*Edwards Station Service Center Diamond Shine  
Edwards Station, CO*



“ After 3 Years, we're washing 10,000 cars per month and making more money off the car wash than the Convenience Store. ”

**Dan McKenzie**  
**Owner**

*GoClean 3 Minute Wash  
Tallahassee, FL*



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**Car Wash College**  
has the total range  
of educational  
support you'll need

### Convenience Store Success Seminar



### Car Wash Management



### Car Wash Maintenance



### Car Wash Repair



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Sonny's partners with the best local service and support organizations. Our team approach will ensure you have all the tools necessary to succeed from start to finish. We have a partner near you who will support you each step along the way, from site renovation, construction, to opening and



**Nation  
Wide  
Support.**



# The Tunnel Experts™

Forward thinking professional car wash investors and owner/operators partner with Sonny's because of our leadership, reliability and expertise. Our education and software products support your profitability and our conveyerized car wash innovations, parts, and supplies keep your business growing.

## The CarWash Factory™



**Designed Here. Built Here.  
Backed Here.™**

SONNY'S is The World's Bestselling Conveyerized Car Wash Equipment, Designed and Built in the USA and in Stock for Immediate Delivery.

## The CarWash Supplier™



**Right Parts. Right Price.  
Right Now.™**

SONNY'S CarWash Parts Offers 12,000 Parts Delivered In 3-Days Or Less For 12 OEM Equipment Brands With Over \$10 Million In Inventory.

## The CarWash Manager™



**Real-time Control.  
Real-time Reporting.  
Real-time Updates.**

SONNY'S CarWash Controls Provides Affordable Real-Time Management Systems to Increase Uptime, Revenue, and Loyalty While Reducing Operating Costs.

## The CarWash Trainer™



**Real Operators. Real Training.  
Real Results.™**

SONNY'S Carwash College Delivers Hands-On Car Wash Maintenance, Repair, & Management Training with Resources to Help New Investors Succeed.



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