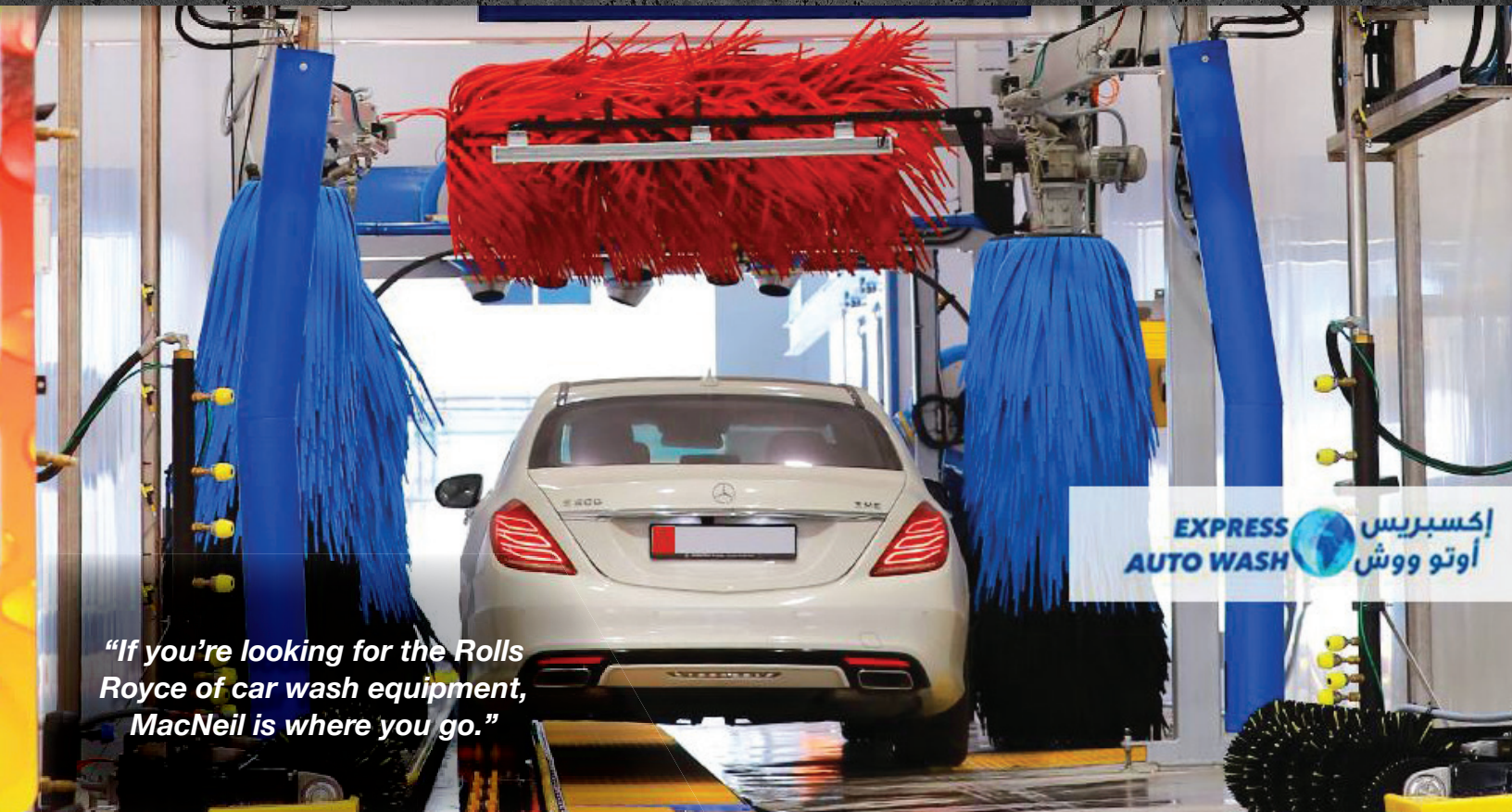




## CUSTOMER SPOTLIGHT

**Express Auto Wash - Abu Dhabi, United Arab Emirates**



*"If you're looking for the Rolls Royce of car wash equipment, MacNeil is where you go."*

### REVOLUTIONIZING CAR WASHING IN THE MIDDLE EAST

Matthew Jadali of Global Wash, an international MacNeil distributor, along with MacNeil and a team of over 100 professionals, spent the better part of two years making the dream of a full-service car wash in the capital city of the United Arab Emirates a reality.

Express Auto Wash is the pioneer of express tunnel car washing in Abu Dhabi—an area where hand washing and long wait times have been customary until now. Partnering with MacNeil, Express Auto Wash seized the opportunity to introduce something exciting and new in car washing to this part of the world

- **Full Service 380 Foot Facility**
- **Opened September, 2017**
- **First car wash of its kind in the EAU**





## LOCATION IS EVERYTHING

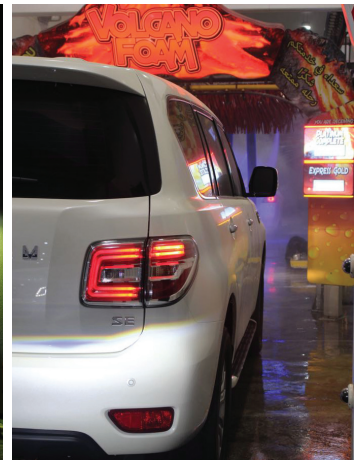
The Express Auto Wash facility is located in the Mushrif Mall, a luxury shopping center, beside the airport in the heart of Abu Dhabi in the United Arab Emirates. The EAW site is in the center of the capital city, which is the safest and most advanced city in the middle east. Living with an abundance of job opportunities and a tax-free environment, Abu Dhabi residents make up a culturally rich workforce with high expectations for services. In fact, drivers here most often purchase new vehicles because of the relatively cheap car prices. Fittingly, Express Auto Wash offers these savvy consumers the same quality experience in full-service car washing that they're accustomed to getting with all their other amenities.



## EXCEEDING EXPECTATIONS

When you're posed with building a service that people aren't familiar with, it involves changing mindsets. To accomplish this, Express Auto Wash created a facility where cleanliness, professionalism, and passion for one's work are front and center. The pride that the staff takes in their work is a testament to EAW's vision for customer service. Employees, all in crisp blue uniforms, manage your vehicle wash with the same precision care an auto technician would take with your transmission repair. This attention to detail is not unnoticed by customers. One customer emphasized the "excellent staff from the entrance until receiving your car," while another described the facility as the "cleanest and best car wash I have ever seen in my life!"

"We wanted to do something that no one else had done here," explains Jadali. "The design as well as everything else within the facility is from the United States." The Express Auto Wash team jumped through many hurdles to get municipalities to approve permits to build the 380-foot tunnel equipped with fifty-five kilometers of wire, piping and plumbing.



Express Auto Wash worked with MacNeil to bring innovative technology to their customers through a unique and top of the line design. Customer ratings are excellent, averaging 4.7 out of 5 stars. Many point out the facility's "excellent car washing systems," and how "proud we are of you for adding such a great asset in Abu Dhabi for car owners."

## WHAT'S NEXT?

The future looks bright for EAW and it's likely that more and more people will be interested in creating automatic car washes in the Middle East over time, particularly now with the buzz generated from Matthew Jadali's project. Being at the center of the Gulf Cooperation Council has generated significant interest from other nations that are eager to learn the specifics of the express tunnel business model. This prime spot combined with such a unique service proved to be an effective move for ensuring early success.

With this in mind, when asked what advice he would give to those wanting to take on such a venture, Matthew suggested people "have patience with the process, build a solid business plan because it's a sizable investment, and go with MacNeil because they are the best!"

For more information contact MacNeil or:

**Global Wash, Inc.**

Matthew Jadali

[www.GlobalWashUS.com](http://www.GlobalWashUS.com)

California, USA

714-915-3144

[matthewj@globalwashus.com](mailto:matthewj@globalwashus.com)

**OUTLASTS AND OUTSHINES THE REST.**  
*MacNeilWash.com 800.361.7797*

