



CUSTOMER SPOTLIGHT

WOW Carwash - Nevada



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REAL ESTATE DEVELOPER VENTURES INTO THE CAR WASH BUSINESS, WITH GREAT SUCCESS

Scott Wainwright's entrance into the car wash business came out of necessity and intrigue. In 2007 Wainwright was running a successful development company, delivering a home a day at one point. However, as the US housing industry started to experience rapid declines in the residential sector, so too did the Central Valley area of California where his business was once thriving. A true business person, Wainwright turned his eye toward other industries. "The car wash business required the core competencies I had a proven track-record with—operations, management, and development," explained Wainwright. As volume of his first car wash location swiftly grew, Wainwright set his sights on an even more ambitious undertaking—to build a grand car wash in an area where he could scale the business nationally.

- **150' express exterior wash**
- **Five locations, with more opening soon**
- **Built on speed, quality & superior technology**



Scott Wainwright with partner Todd Bender

THE NEED FOR SPEED

After a rigorous search over the west coast for markets that could support such a venture, Scott finally decided that Las Vegas was the perfect location for WOW Carwash to thrive. Residents here constantly drive over newly constructed roads that plaster their vehicles with a film of oil and tar. As a result, dozens of full-service washes have popped up over time to meet this need. While full service facilities provided the attention to detail that patron's desired, they could not accomplish speediness at the same time. "Full service washes are now a dime a dozen here," notes Wainwright. "Drivers in Las Vegas are on the move with limited time. They need a car wash that can offer speed as well as quality which is exactly what WOW Carwash brings to the table."



SPEED, QUALITY & FRIENDLY SERVICE

It's speed, quality, and friendly service that distinguish WOW from hundreds of other car washes in the Las Vegas area. Guests are in and out in three minutes. One guest describes the WOW Carwash experience as "amazing" and notes "how vehicles look like they've been washed for an hour" after just minutes. Wainwright points out that WOW Carwash "really isn't in direct competition with most other washes in the area because so many are full service which is slower, with guests waiting in the lobby for most of the experience. That's not us."



SUPERIOR TECHNOLOGY

"The more research I conducted and owners I spoke to, MacNeil kept rising to the top of the list in every conversation regarding who had superior technology," explains Wainwright. "As I learned about MacNeil's sophisticated components like the Superflex Wraps, it became clear that their equipment met the high standards of technological innovation that we expected and that competitors had no equivalent offering," says Wainwright. The result was an effectively scaled model across WOW Carwash facilities. The Wheel Boss is located at the beginning of the 150ft tunnel ending with the Gloss Boss for the ultimate tire shine at completion. Once outside of the tunnel, guests have their choice of up to 35 high-powered vacuum stalls. "From our excellent customer service person, Jimmy, to our equipment functionality, MacNeil has been the best partner in this venture," adds Wainwright

WOW Carwash is built on, and stays true to, its Brand Pillars:

Vision: A carwash can contribute to people feeling better about themselves

Mission: To be the smartest choice in car washing through social engagement, advanced technology, and environmental dedication



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