



## CUSTOMER SPOTLIGHT

Eco Car Wash - Pensacola, FL

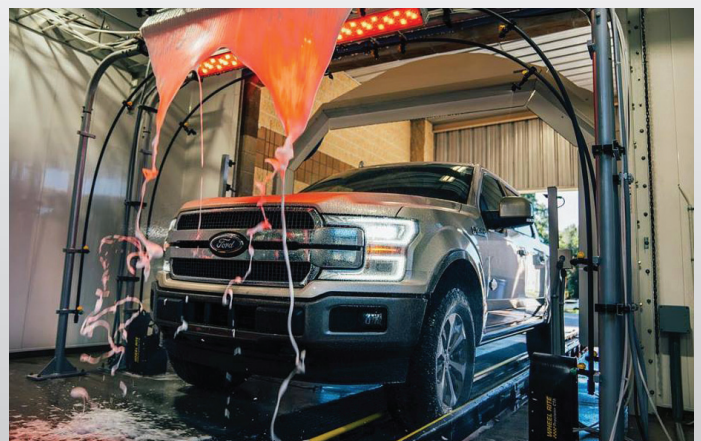


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### FOCUS ON LOCATION AND EQUIPMENT

Sitting back on 9-mile road in Pensacola, FL since its grand opening in October of 2018, is Eco Carwash, one of MacNeil's newest customers. Owner Chase Drake focused on location and equipment when scoping out this venture and the results are incredible. "Customers are looking for express-type washes here and as an operator I can process a high volume of vehicles in and out with an express," explains Drake. Processing a high volume of vehicles is a smooth process considering that Eco boasts a 110 ft long MacNeil tunnel with 23 vacuum stations. The 207ft by 280ft lot rests on 9-mile road, a main highway that is growing rapidly. Drake anticipates even more growth to come from the new Navy Federal Credit Union being built just six miles down the road which will add 50K employees. "We will see a tremendous increase in

car count on this road over the next year to two years. MacNeil market research determined that we could expect a conservative 7000 vehicles a month," says Drake.





## FIRST IMPRESSIONS REQUIRE A MARKET LEADER

In his research for an equipment manufacturer, Drake visited two very different carwashes within a short time period and discovered that the results they were producing were considerably different. "The quality of the second wash I went to just blew away the one I tried prior," explains Drake. In fact, he was so impressed that he asked to speak with the owner who he quickly discovered was a MacNeil customer. "He explained that the quality I was asking about was attributed to MacNeil service and equipment. That's when I knew I had to go with MacNeil."



His favorite piece of equipment is the SuperFlex wrap. "It's an intriguing piece of equipment. The knuckles assure that all tough areas are addressed, and it never has poor results. Also, MacNeil brushes are very gentle and quiet, which has proved to be one of the most positive aspects from a customer perspective."



Five-star customer reviews online illustrate a new business that's soaring and exceeding goals already. Drake enjoys the customer satisfaction, beating the competition, and seeing the amazing results he is producing for patrons. He and his staff are at the kiosk to help customers decide what type of wash they want and take their order and they are also out at the vacuum stations providing the same thoughtful treatment. As Drake points out, "We examine all cars to be sure they're meticulous before leaving the lot."



## MACNEIL FOR WHEN LIFE HAPPENS

Just four days after the grand opening, Eco experienced a fire in the back room. While the fire did not cause any damage to the MacNeil equipment, it did cause a two-week shutdown while repairs were made to other areas. Since uptime is a cardinal rule for carwash success, an effective plan needed to be undertaken quickly. With the help of MacNeil, Drake was able to restore his business and reopen within a very short time-period. "MacNeil came in immediately and assured everything was back up and running effectively. They have been working the whole time to get us set up properly again, which is the kind of extraordinary customer service that people don't normally enjoy from a manufacturer. As a result, we've sold over forty monthly passes the first week back!"

As Eco continues to build clientele, the next grand opening event is sure to excite customers. As Drake tells it, "This time around we're planning for an even larger, more publicized event with radio stations, county activities, discounts and more!"



For more information contact MacNeil:

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