

# MacNeil Wash Systems - Car Wash Manual

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The information in this training manual is provided for example purposes only and is intended as a sample to assist with the training of car wash operators and employees, and is provided “as is” without warranty of any kind, either expressed or implied.

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# 1. Administrative

## a. General rules of conduct

- i. All employees will be in our approved, **clean uniform**.
- ii. All employees will be clean shaven, and have proper personal hygiene (clean hair, body, etc.)
- iii. There will be no smoking in front of customers. Smoking will be allowed only in designated areas.
- iv. Any dissatisfied customer **will be handled by wash management; if a manger is not available do not continue discussions with customer. Collect information from them and pass on to management.** ANY violation of this could result in immediate termination.
- v. **NO** horseplay should be allowed in wash area; the equipment is designed to wash vehicles and is not designed for contact with people. Serious injury can result from someone being in the wrong area of the car wash while in operation - this is especially true for the conveyor. Employees who do not abide by this could be terminated immediately.
- vi. **NO** running in the wash area. The floor is wet and has detergents and waxes mixed with water, so it may be very slippery. Use caution when walking around the wash.
- vii. Know where all emergency stop buttons are located, in case of an emergency.
- viii. Never reach into the equipment or conveyor for anything. Use an emergency stop button and get the manager if a situation occurs.
- ix. Employees should report to work 15 minutes before their assigned start time to prepare for their workday.
- x. Any special requests made by customers must be approved by management. Do not make any special arrangements on your own. Example, vacuuming out a vehicle for a customer or providing extra prep work not outlined on the job description.

**No employee should attempt to work on any equipment without management approval and supervision.**

## b. Uniforms

Uniforms are an important part of the image of this business.

We will provide you with the proper shirts for the time of year (short sleeve or long sleeve). You will receive two shirts of each; it will be your responsibility to keep these shirts clean. These shirts are the property of the Car Wash. Should your employment with our business discontinue, we expect to receive these shirts back in good condition. If they are not returned you will be charged \$50 each, which will be taken out of your last pay.

If hats are provided they are to be worn correctly, not backward.

You are expected to wear dark slacks or dark blue jeans. Your pants should not have tears or holes in them.

Do not wear a belt with a buckle on it. **Buckles or exposed snaps will scratch vehicles.**

Your shoes / boots should be waterproofed to handle the wash environment, and should be insulated for cold weather.

### **c. Basic operational procedures**

The car wash system you have is designed to provide a quality wash in an expedient manner. The components of your system each have different functions that allow the wash to maintain high quality standards.

It is important to understand the capabilities of the equipment prior to operating the wash; specifics of the equipment will be covered in greater detail in the equipment section.

The wash begins at the entry station. Upon processing the wash package selected, the conveyor will then move the vehicle through the wash where soaps, waxes and other extra services are applied. **The vehicle must be in Neutral and the customer should not steer or brake during the wash. All power antennae must be lowered or removed prior to entering the wash.** The soft Envirosoft foam material used in the wash process cleans and polishes the vehicle, and has been proven by independent researchers to be the safest way to wash a vehicle.

We will prep the vehicle to help the cleaning process. The prepping is to assist the equipment and will ONLY occur as identified. **Additional prep work is unnecessary and will NOT BE TOLERATED!**

The prepping happens before the vehicle enters the wash equipment.

**All employees should use the wash themselves on a regular basis to gain confidence in the wash's quality.**

All employees should know the location of emergency stop buttons, which are to be used in the event of an emergency.

Any employee who is involved in customer transactions must be well versed in the services provided by the car wash. Ex. - What products are applied during a super wash?

Should a problem arise where the equipment is not performing as usual, contact the manager immediately with as much information as possible. Your manager will give you direction on how to proceed, if not at the wash.

## **2. Car Wash Safety**

The equipment used in washing a vehicle and the support equipment in the backroom may not appear on the surface to be dangerous, but it can cause serious injury if a person comes into contact with it. It is very important that ALL car wash employees understand this.

The following listing identifies an outline to be followed to ensure all employees and customers at the wash are safe.

- First, no employee or customer should be in the wash area while the wash is operational. Customers must remain in their vehicles. Should a customer attempt to leave their vehicle while the wash is operational, the emergency stop button must be pushed immediately to stop the wash until the customer is back in their vehicle.
- Should any situation occur in the wash, the emergency stop button must be engaged first before any action is taken. After the situation is addressed, the wash bay must be clear of all personnel before stop button is released.
- Only the person who pushes an emergency stop button should release it.
- The wash bay should be clear of any personnel before washing a vehicle.
- All employees should step over the conveyor, never on top of it.
- No car wash personnel should ever open an electric panel in the equipment room, only authorized personnel.
- Only authorized personnel should service or maintain the equipment and that should only occur if main power to the car wash is turned off. This applies also to the switching of chemical drums when they are empty in the equipment room.
- There must never be any form of horseplay inside the tunnel or in the equipment room; any horseplay will result in immediate termination.
- At no time should anyone reach into the conveyor for any item. Should something drop into the conveyor pit the main power to the car wash must be shut off before retrieving the item. There should never be any walking on top of or standing on the conveyor. Step over the conveyor when crossing.
- Should any items become entangled in the wash material, the power to the equipment must be turned off before clearing the material.
- At no time should an employee cross in front of a vehicle while it is on the conveyor; many times customers do not realize that their vehicle is not in neutral and is still in drive. As a result the vehicle could move forward at any time and could result in injury. All personnel should be away from the front of any vehicle while it is on the conveyor. All prep work will be done while on the outside of the body of the vehicle. When crossing behind a vehicle when prepping it, be aware of the next vehicle approaching to ensure there is no risk with that vehicle.
- All employees should maintain awareness of the operation of the wash, watching and listening for out of the ordinary equipment movements or noises. These will be the first indications that a problem is occurring. Once changes in operation or different noises occur, the service company should be notified immediately to discuss.
  - These situations would include:
    - Vibrations / noise coming from air dryer producer.
    - Wash equipment acting more aggressively while washing vehicles.
    - Air leaks either in tunnel or equipment room.
    - Water leaks at fittings in bay or equipment room.
    - A wash component not spinning when it normally does, or stalling more frequently than normal operation.

**ALL EMPLOYEES MUST KNOW THE FOLLOWING:**

- The locations of all emergency stop buttons, how to stop the car wash and restart.
- Where the main water shut off is for the car wash and how to use.
- Individual water shut offs for equipment in the backroom.
- Where the main power shut off is for the car wash and how to use.
- Where the eye wash / first aid kits are located.
- Contact numbers of people to be reached in case of an emergency.

**All employees should know the car wash components and their roles in the wash.**

### **3. Wash Components**

#### **Wash Bay Equipment Functions**

1. **Correlator:** A series of in-ground rollers that align the vehicle's front tires to the conveyor.
2. **Conveyor:** Rollers push the vehicle's rear wheels through the tunnel.
3. **Prep Guns:** High pressure sprayers for the removal of heavy mud and ice & to assist in cleaning difficult areas.
4. **Bug Prep Guns:** Apply a chemical & water solution to loosen bugs for removal.
5. **Entry Station:** Programs the wash requirements and starts the automated process.
6. **Photo Eyes:** Detect the presence of a vehicle and measures the length of the vehicle.
7. **Tire Eye Switch:** Determines the location of the front & rear wheels for the application of the tire cleaning solution.
8. **Pre-soak Arches:** Apply a cleaning solution to the vehicle to expedite the washing processes.
9. **Chemical Tire Applicators:** Apply two different chemicals to the vehicle's wheels to assist in cleaning brake dust and grime on wheel.
10. **RS-1000 Evolution Top Brush:** Cleans the hood, windshield, roof top & trunk deck.
11. **RS-400 Low Side Washers:** Clean the lower side panels of the vehicle from the window ledge to the rocker panels.
12. **RS-301 High Side Washers:** Clean the sides of vehicles from the roof line to the rocker panels.
13. **RS-701 Wrap-Around Washers:** Clean the vehicle's vertical surfaces from the front bumper & grill, along the sides and the rear.
14. **High Pressure Magnum Wheel Blaster:** Utilizes concentrated water at 800 psi. to wash chemicals and dirt from wheel.
15. **Triple Foamer:** Applies a polishing foam to the vehicle.
16. **Medium Pressure Rinse Arch:** Rinses soap from the vehicle with fresh water.
17. **Rain Arch:** Applies a second fresh water rinse and adds a drying agent to help the drying process.
18. **Rain X Arch:** Applies a high quality sealant chemical to all external surfaces of the vehicle.
19. **"Spot Free" Rinse:** The final rinse application utilizing the final rinse of purified water.
20. **Undercarriage Wash & Rust Protectant:** Washes oil, road dirt & grime from the vehicle's chassis.
21. **Tire Shiner:** Applies a clear coating that provides a glossy "new tire" appearance to the tires.
22. **Tech 21 Dryers:** High velocity forced air producers directionally aimed to dry the vehicle.

23. **Hot Air Drying System:** Used to heat the air in a drying chamber thereby improving drying quality in such zones.

### **Equipment Room Wash Functions**

1. **Wash Control Center:** A computer supported control panel that coordinates all wash, rinse, wax and drying functions.
2. **Motor Control Center:** Contains various high voltage motor starters to provide electrical power to operate the wash & dry equipment pieces.
3. **Water Manifold & Chemical Pumps:** A series of water feed lines, injection ports and solenoid valves for those wash components that utilize measured quantities of chemicals and water.
4. **Air Compressor:** Provides air volumes to various equipment pieces in the equipment room and tunnel.
5. **Chemical Delivery System:** “Hydrominder” tanks that mix individual wash solutions prior to delivery of the solutions to specific equipment pieces.
6. **Water Reclaim System:** Recycles used wash water for re-use in various locations in the wash process.
7. **Water Softeners:** Remove hardness from tap water prior to use in wash process.
8. **Hot Water Heater:** Heats water which is being delivered through prep gun system, pre soaks, bug spray and chemical tire applicator.
9. **“Spot Free” Water System:** Purifies water from dissolved solids to leave no “water marks” on dry vehicle surfaces.
10. **High Pressure Water Pumps:** Deliver water to the high pressure wheel blasters for high pressure cleaning applications.

## **4. Operations**

### **a. Start-up procedures**

- i. Inspect wash bay and car wash lot for garbage; this should be done regularly during the course of the day in between washes. Remember you are providing a cleaning service for your customers. Your housekeeping will influence their opinion of your wash.
- ii. Turn on power to main control panel; make sure all emergency stops are released.
- iii. Wash a test vehicle or dummy vehicle. Use the best wash you offer. Have employee go through wash while manager watches for the following - all water & soap applications, look for plugged nozzles. Timing of the wash, are all functions turning on and off as expected. Listen for odd noises and air leaks, check foam applications for proper coverage. Check drying of vehicle - make sure water is breaking on vehicle before the dryer.
- iv. Drain air compressor.
- v. Check all chemical levels and chemical lines to make sure there is product going into and out of the chemical pumps.
- vi. Listen in equipment room for odd noises when first cars go through wash.
- vii. Make sure attendant has proper money to make change for customers. \$100 in \$1(50) and \$5 (6), \$10 (2), you will need to check how this change is doing during course of day, make change on large bills. If you are using an auto teller, make sure there is the proper amount of change in the machine before the day starts. Your average amount of cash on hand for a day should be \$300 to make change for larger bills.
- viii. Empty garbage cans.
- ix. Make sure required forms are handy for any situation - damage claims, customer complaints, or other special forms.
- x. Other supplies for operating - bug sprayer, etc.

### **b. Closing procedures**

- i. Inspect bay for garbage, empty trash cans, close and lock main doors.
- ii. Turn off main power on control panel using the emergency stop on the main panel.
- iii. Wash down floors and walls, and conveyor.
- iv. Employee should end shift and prepare drawer for next day.
- v. Periodically sludge will have to be shoveled from conveyor pit. This is normally done on bad weather days or may be done following close. This duty should be scheduled by the manager if auto pit flush is not used.
- vi. Do preventative maintenance if required.
- vii. Identify things that need to be done and or need attention, with a detailed description of why.

### **c. Service Writer / Greeter**

The role of the service writer or greeter is an important one: They are the first person that your customers come in contact with and usually the only person customers talk to at your car wash.

The service writer should be friendly, welcoming customers to your business.

They must be well versed on all wash packages, services, policies and special programs.

Their primary role is that of a host/hostess from a restaurant, in welcoming, notifying customers of specials or promotions and assisting the best selection for the customer; examples are wheel brite if wheels are bad, tire dressing, or Rain X protectant.

The service writer greets your customers and assists them in selecting the best wash package or wash program for their vehicle, offers any special promotions and inspects the vehicle for its wash ability.

Items that are looked for are power antennas that cannot be lowered, oversized racks or hitches, pre-existing damages on the vehicle - scratches, loose molding, or after market items that could be

damaged in the wash. They also should identify retracts that are needed to be programmed or if the vehicle cannot be safely washed.

Should the vehicle have a pre-existing condition, the customer will be made aware of this and it should be noted via pointing to the condition so that video cameras will see this. If the customer does not want to assume risk for their potential problem they should be helped through the escape lane and out of the wash line.

The greeter should complete transaction if the vehicle is approved and write the wash selected on the windshield with a washable marker.

The greeter should be a positive, public relations person for the wash, who makes each visit to the wash an enjoyable one from a personnel perspective.

The better job the greeter does on recommending the better washes, or volume washes purchases the more successful the wash and greeter will be. There should be wash targets established for the greeter in terms of extras sold per wash and volume wash purchases (wash cards, books, club memberships, etc).

## **5. Vehicle Processing - Loading Vehicles on Conveyor**

Use slow hand signals to guide customer onto conveyor, lining their tire on the inside guide rail of the conveyor.

The vehicle should pull forward enough to clear the conveyor trap door, where rollers come up from.

Once vehicle is past the trap door, use a hand signal to stop the vehicle.

Once vehicle is stopped, give instruction to put vehicle in Neutral. You will be able to tell that vehicle has shifted into neutral from drive by watching the vehicle. If you are not sure that the vehicle is in neutral, remind customer immediately. If there is an instructional sign in the customer's vision, point to the sign when the customer is stopped.

Should the vehicle be in drive and begin to proceed toward the wash, yell stop to get the customer to stop. If they do not, then slap the body of the vehicle (do not hit molding or areas that could injure your hand) to get the driver's attention and have them stop. Press emergency stop button if customer has moved into the wash. Have customer roll window down and ensure that they are in neutral before releasing the stop button.

Look for brake lights pressed - this might indicate that a vehicle is still in gear, or would jump rollers due to braking.

Once vehicle is in position and in neutral, program the wash selected with any required retracts. Then the prepping of the vehicle can begin.

## **6. Prepping Vehicles**

The objective in vehicle prep work is to assist on the areas that the equipment cannot effectively reach or for items such as bugs, heavy mud or heavy snow and ice.

The key is to identify and prep these areas as needed on the particular vehicle on a consistent basis. This will produce consistent results and allow for high volume production.

Having employees follow a procedure to address these areas is very important. The following information will provide you with a guide to accomplish this.

### **a. Areas of need**

#### **Bugs**

This is a potential problem area for washes in how they are addressed. If bugs have been on the vehicle too long they will be very difficult, if not impossible to remove. The keys to cleaning bugs are applying the bug solution early to allow dwell time and pressure wash off with the prep guns before entering the wash. Wash volume will dictate the amount of time you have for prepping these.

#### **Heavy Mud**

Typically located on the lower rocker panels and wheel wells, this must be removed with a high pressure gun prior to the wash.

#### **Snow and Ice**

Addressing this area during the winter months is much like heavy mud. Using a high pressure gun with tempered water is the best method of removing snow and ice from the vehicle. Again the heavy areas of concentration will be lower rocker panels, wheel wells and running boards.

### **b. Every vehicle prep needs**

These needs do not require heavy prep work but rather assistance in the form of a presoak application or prep gun. Prepping these areas as the vehicle is being processed, without unnecessary delays is the goal of all prep work.

#### **Front End**

- Under front wipers - an area that the equipment will not reach effectively.
- Upper window ledge - depending on the molding / shield on the upper window, this area may need some assistance, for the equipment will be bridged by the molding/shield.
- Grills - if there are grill bars on the front end they will hold the equipment from effectively reaching this area. Prep work will be needed on these vehicles.
- Hoods - if bird droppings are on hood, use prep gun to remove or loosen.

#### **Sides**

- Wheel wells of trucks and SUVs - if mud or snow is present. Due to the various sizes and designs of these vehicles, is very difficult for equipment to consistently clean this area, and result some prep is needed.
- Truck / bed separation or contour on some pickup trucks - this area will bridge equipment and make cleaning difficult. Using a prep gun will clean these areas.

#### **Backs**

- Rear wipers - bridge equipment, so prep work is needed.
- Spoilers - bridge equipment, so prep work is needed.
- Rear license plate box - on some vehicles this area will bridge equipment, so some prep assistance will help.
- Contoured rear bumpers on vans, SUVs - will bridge equipment, so some prep work is needed.

## c. Prepping Procedures

### i. One person prep operation

#### Light prep work (not bug season)

- Guide customer onto conveyor (inside rail).
- When customer is in position - rear tire past conveyor door - stop customer.
- Instruct customer - car in neutral and no braking or steering.
- Program wash and send roller.
- Prep windshield under wipers. **Stop all prep work if customer lowers window!**
- Then prep the rear of vehicle as it passes (license plate box, under rear wipers, under rear spoilers, the ends of rear bumpers that rise up) with the prep guns.
- Get ready for next vehicle.

#### Light prep work (bug season)

- Guide customer onto conveyor (inside rail).
- Once front tire is on conveyor, prep front grill (with bug spray) while slowly guiding the customer forward.
- When customer is in position - rear tire past conveyor door - stop customer.
- Instruct customer - car in neutral and no braking or steering.
- Then use bug spray to prep windshield, hood and mirrors. **Stop all prep work if customer lowers window!**
- Program wash and send roller.
- Prep grill, hood, mirrors and windshield where bug spray had been applied with the prep gun.
- Prep rear of vehicle as it passes (license plate box, under rear wipers, under rear spoilers, the ends of rear bumpers that rise up) with the prep gun.
- Get ready for next vehicle.

#### Heavy prep work needed (not bug season), wheel well prep required - one person prep (wash start buttons on both sides of wash)

- Guide customer onto conveyor (inside rail).
- Once front tire is in the guide rail, prep grill if needed while slowly guiding the customer forward.
- When customer is in position - rear tire past conveyor door - stop customer.
- Instruct customer - car in neutral and no braking or steering.
- Program wash and start prep work, do not send roller\*.
- Prep drivers side wheel wells and lower rocker panels.
- Then go around the back of the vehicle to prep passenger side wheel wells and lower rocker panels.
- Send roller to start wash.
- Prep rear of vehicle as it passes (license plate box, under rear wipers, under rear spoilers, the ends of rear bumpers that rise up).
- Get ready for next vehicle.

**\*Note: if only a driver side wash start button is available, prep passenger side first if the vehicle has heavy snow or mud, then drivers side to start wash quickly when complete.**

#### Heavy prep work (bug season, wash start buttons on both sides)

- Guide customer onto conveyor (inside rail).
- Once front tire is on conveyor prep front grill (with bug spray) while slowly guiding the customer forward.
- When customer is in position - rear tire past conveyor door - stop customer.
- Instruct customer - car in neutral and no braking or steering.
- Complete prepping windshield, hood and mirrors with bug prep.

- Program wash, do not send roller\*
- Prep lower rocker panels / wheel wells on driver side with prep gun.
- Then go around the back of the vehicle to prep grill, hood, mirrors and windshield where bug spray had been applied with the prep gun, then prep passenger side front wheel well, then rear passenger wheel well.
- Send roller to start wash.
- Prep rear of vehicle as it passes (license plate box, under rear wipers, under rear spoilers, the ends of rear bumpers that rise up).
- Get ready for next vehicle.

**\*Note: if only a driver side wash start button is available, prep passenger side first, then drivers side to start wash quickly when complete.**

## **ii. Two person prep operation**

### **Two man prep operation (high volume operations, cold climate)**

- **Passenger side prep person** is located 10' from start of conveyor and preps grill (careful not to spray windshield) on approach, then preps wheel wells/lower rocker panels and back.
- Start on driver side of back and work toward passenger side (stay outside of the next vehicle's approach on the passenger side, the next vehicle will be coming on quickly. Also be careful not to spray driver side prep person when prepping the back of the vehicle. If the driver side prep person is in the way, do not prep until they are clear.)
- **Driver side prep person** guides vehicle on conveyor, stopping customer when in position.
- Give wash instructions, program wash, hit roller up button.
- Prep front wheel well, windshield (under wipers), rear wheel well and guide on the next vehicle.

### **Two man prep operation (high volume operations, warm climate with bugs)**

- **Passenger side prep person** is located on passenger side of vehicle - parallel with driver side prep person.
- Prep grill (careful not to spray windshield) on approach. Once customer is stopped and given instructions, prep windshield and mirrors with bug spray (when driver side prep person is programming wash and out of the way).
- Then using prep gun, spray the grill, hood, windshield, passenger side mirror for bugs (prep front wheel well, rear wheel well if needed) and back as the vehicle is moving into wash - work from passenger side of back over as vehicle is passing you and the driver side prep person (stay outside of the next vehicle's approach on the passenger side, the next vehicle will be coming on quickly).
- Be careful not to spray driver side prep person when prepping the back of the vehicle - if the driver side prep person is in the way, do not prep until they are clear.
- **Driver side prep person** guides vehicle on conveyor, stopping customer when in position.
- Give wash instructions, program wash, hit roller up button.
- Prep driver side mirror, windshield (under wipers), (wheel wells / rocker panels if needed as vehicle passes) and guide on the next vehicle.

These employees work parallel with each other and prep vehicle side (if needed) as it is moving. If the vehicle has heavy mud, they should prep the front wheel first before sending roller.

The positioning of these prep people parallel to each other should eliminate the spraying of each other in the process. Always be aware of the other prep person so that you do not spray each other. If the other prep person is in the line of spray, **DO NOT PREP UNTIL THEY ARE CLEAR.**

### **iii. Auto roller-up, one person prep**

If auto roller up is being used, the following is the prep procedure.

#### **If the vehicle does not need prep work or very light work on key areas of need.**

- Guide customer onto conveyor using hand signals.
- Once the customer is in position, stop vehicle and provide wash instructions.
- Use prep gun on grill, mirrors, hood, windshield and prep back as needed when vehicle passes.

#### **If the vehicle has the need for bug prep**

- Guide customer onto the conveyor. Once the front wheel is on the conveyor, begin applying bug spray to grill, hood, and side mirrors.
- When vehicle is in position (rear wheel past trap door) give wash instructions. Apply bug spray to windshield and use prep gun on the areas that were just prepped with bug spray.
- Prep the back areas as needed as vehicle passes.

#### **If heavier prep work (wheel wells/rocker panels) and bug prep required**

- Guide customer onto conveyor using hand signals, while applying bug spray to grill and mirrors.
- Once front tire of vehicle passes trap door or tire switch, stop vehicle and prep grill, hood (if needed) and driver side wheel wells only.
- Then move behind vehicle, get passenger side prep gun and prep passenger side wheel wells/rocker panels.
- Take passenger side bug sprayer and direct customer to pull vehicle forward into wash position - rear tire past conveyor door.
- Provide wash instructions, then spray windshield and under front wipers with bug sprayer.
- Then use the prep gun to prep grill, hood, mirrors, windshield and the back as the vehicle passes.
- Prepare for next vehicle.

If the vehicle needs heavy prep work, complete passenger side wheel well / lower rocker panel prep work before moving the vehicle forward to start the wash.

### **iv. Auto roller-up, two person prep – light prep work (bugs)**

#### **Driver side**

- Guide customer on conveyor.
- Apply bug spray to driver mirror. When in position, stop customer, give wash instructions and apply bug spray to windshield.
- Use prep gun on hood, windshield, driver mirror and wheel wells if needed.

#### **Passenger side**

- **Starting position is parallel the driver side prep person.**
- Bug prep grill, hood and passenger side mirror as customer pulls on conveyor.
- Once vehicle is in position, use bug prep on windshield, then switch to prep gun and use prep gun on all areas that have been bug prepped.
- Prep rear of vehicle as it passes working from the passenger side across and being careful not to spray driver side prep person.

## **V. Auto roller-up, two person prep – heavy prep work**

### **Driver side**

- Guide customer onto the conveyor, getting front wheels past roller-up gate. Stop vehicle for the beginning of prep work.
- Use bug prep where needed (not on the windshield at this time) and use prep gun to prep driver side wheel wells and rocker panels.
- Then pull customer forward until the rear wheel is past the roller-up position. Stop customer, provide wash instructions, then prep windshield, driver side mirror as needed (for bugs follow bug spray first, then prep gun).
- Then get ready to load the next vehicle.

### **Passenger side**

- Use bug prep on vehicle's grill, hood (not the windshield at this time) as it pulls onto conveyor (if bug prep is required). If no bug prep is required, start prepping passenger side wheel wells and rocker panels with prep guns.
- Move back to original position when finished prepping the passenger side to complete bug prep work on front end (if needed), spraying the windshield, hood, passenger mirror as needed with the prep gun.
- Prep the back of the vehicle as it moves down the conveyor into the wash, staying out of the way of the next vehicle and being careful not to spray the driver side prep person.

## **7. Wash Situations - Customer Complaints**

**Only the site manger or other designated personnel handle a customer complaint.**

It is important in the event of such a situation to isolate the dissatisfied customer and listen to what they are saying. Do not let one dissatisfied customer influence others at the wash due to loud conversation. It is best to move the customer away from car wash traffic and out of ear shot of other customers. Often times a bogus claimant will be loud to get a quick answer from you just to quiet them down.

Let the customer discuss their concerns while inspecting their claim. Listen quietly to what they are saying and empathize with them (restate their concern), apologize for the situation (I am sorry this happened to your vehicle). Ask questions as to what they think may have occurred and when it occurred (if it is damage related). This is important in the event that a malfunction occurred with the equipment and could cause other problems if not addressed. If you can solve the problem (wash quality) then rewash their vehicle and address the area of need. If a resolution cannot occur at that time, let the customer know what the procedure will be and when they will be contacted on it. It is important that you follow what you tell the customer. When these situations are resolved quickly, the chances of keeping the customer improve greatly

Review the vehicle to determine whether the wash may have caused it.

Look for irregularities in scratches, like rust starting on a scratch. If a mirror or antenna was removed, inspect the bolts / screws for rust a fresh break will be clean. Also inspect to see if all fasteners were in place or if holes were rusting, a sign that fasteners had been removed.

Compare scratch pattern to that with which the equipment functions -ex. scratches going up / down on side of vehicle where the foam goes in side / side pattern. If there was something entangled in the material it would leave a pattern of scratches on the vehicle not an isolated scratch or dent. If the customer identifies a place in the wash that the incident occurred, you can inspect that area for any items that may have been entangled in the material to validate the situation with the customer (only enter the wash when the wash is clear and stop button pushed).

In the event of an incident, have customer fill out complaint form and ask what they are looking for. Write all this down with date and time. Discuss the situation with attendant immediately to get their feedback and note all comments. Have a camera available to take immediate photos for later review - this must occur if the manager is not present. Have other employees report **all** the information regarding the customer - was the customer made aware of the situation earlier, etc. Note time of incident for review of video tape.

If the complaint is simply a misunderstanding or a wash quality issue, issue a rewash to customer to gain confidence in wash and note situation.

Keeping your wash bay clean can eliminate a lot of bad situations by not allowing a customer to say something was entangled in the cloth.

Don't be afraid to bring the customer into the wash (only if wash is not operating, wash power must be turned off - stop button pushed - if you do this) to look at the equipment and to evaluate the situation if your bay is clean they will not find anything incriminating. Have them touch the foam to show that it will not scratch and that it is designed for washing and polishing vehicles. You can also discuss procedures that do not allow damaged vehicles, or vehicles with loose items to be washed, so that items cannot be entangled in the material.

Have Envirosoft foam samples handy to show customers the gentleness of the foam material and how it cannot wrap and pull items.

According to research a satisfied customer will tell 4 people of their experience. A dissatisfied customer will tell 13. Handling these situations correctly is important to your business. You do not hear from 96% of all dissatisfied customers so take advantage and learn from what they have to say.

**Note:** There are vehicles that due to design have had problems being washed. There is a listing at CarCareCentral.com under the Damage Control Center that lists such vehicles. Reviewing this list will allow you and your employees to be aware of such vehicles and to make their owners aware of problems before they enter the wash. If the vehicle has been washed and these problems occur, many manufacturers will cover these problems under warranty, also giving you an opportunity to clear your responsibility with the customer for a manufacturing defect.

Definitive expectations of responsibilities reduces the number of dissatisfied customers; we are responsible for providing a thorough cleaning of all factory vehicles, due to elements we cannot control some after market items may not be washable.

## **8. Wash Situations – General Guidelines**

The following is a breakdown of some situations that could occur at the wash and how to handle them.

### **1. The wash equipment does not appear to operate correctly or is damaged (brushes that wobble abnormally when they are spinning or do not adequately come in to wash the vehicles surfaces).**

a. Contact the Site Manager immediately. Watch the equipment in operation: if it is not smooth, then determine if something is binding the system up (a bad rod end bearing, a bad cylinder) or if it wobbles it may mean the shaft is bent. If you see either of these, retract the equipment until replacement parts are installed. If the equipment is binding or wobbling, **DO NOT** continue to wash vehicles with that equipment - it could damage vehicles.

b. After determining what piece of equipment needs to be shut down, shut off power to the VFD panel using the disconnect on the front door of the panel (if a single panel controls the equipment). Once the power is off, open the door and turn off the disconnect controlling the power to the affected piece of equipment. Upon completion, close the door and turn power back on.

### **2. The foamer is not working properly.**

a. Make sure that both solution and air are being delivered to the foamer. If they are, and it still isn't working properly, the foamer or foam nozzle may require cleaning.

### **3. A chain disengages from the conveyor sprocket.**

a. Turn off the main power to the wash. Shut off the air to the conveyor in order to create slack in the chain. Carefully place the chain back on the sprocket and turn the air back on to retension the chain. Turn the main Car Wash power back on.

b. Call your service company upon replacing the chain to notify them of what has occurred. When a chain disengages from the conveyor, it is a symptom of another problem that must be identified and corrected.

### **4. There is water flowing out of the tank for high pressure water tank.**

a. Check the float valve for proper operation; if it is stuck water will overflow. Free the float valve and continue operation. If the float valve is free and water continues to overflow, turn off the equipment using the Wash Controller (computer in the back room). Call your service company to report the situation.

b. If this situation occurs on a chemical tank, and the float valve is stuck, carefully lift the float valve to free it. Be careful not to stick your hand into the reservoir. If this does not stop the flow, shut off the water supply to the product and call for service. (This event will not shut wash down, so continue to wash vehicles) If it is a special product such as Rain X, tire shine, notify the service writer that this product is out of service and can not be offered.

### **5. While running a vehicle you hear a strange noise coming from the equipment or from the Equipment Room.**

a. Hit the emergency stop button to stop the wash. Check in the wash to make sure there are no problems with vehicles being washed. If the wash is okay, then release the stop button while viewing vehicles and equipment in operation (**NEVER enter wash with equipment in operation**). Contact the Site Manager and attempt to identify where the noise is coming from. Follow up with your service company to discuss the situation immediately.

### **6. The wash equipment gets out of sequence and timing is off on all equipment.**

a. Make sure the Tunnel is clear of all vehicles and all equipment has come to a complete stop, then press the Tunnel reset button on the Wash Control Center or reset the wash via the wash controller. Start the wash back up and evaluate wash timing. Re-wash any vehicles affected by the timing

problem. If the timing problem continues, check the pulse switch light (Wash Control Center or controller) for consistent pulsing. If it is irregular, then the pulse switch needs to be replaced. (If the pulse switch is failing, the timing of the wash will be off by more on components further away from the entrance than those closer to the entrance. Pulse differences will be accentuated by the distance - typically one pulse of four will be missing, creating the timing problems).

**7. The conveyor pit is frozen due to extreme cold overnight.**

a. Run hot water on the frozen areas (Prep Guns will have hot water to them) until thawed. As long as the wash is in operation during the day, it should stay free of ice build up. If it begins to freeze again, run hot water in the affected areas.

**8. The equipment (wash material) starts building up with ice.**

a. Close the wash doors to build up heat in the bay. Rinse the equipment down with a Prep Gun (hot water) to thaw it. In these cases, close the overhead doors in between washes if possible to keep heat in the bay.

**9. An air line or a chemical line in the Tunnel has a leak.**

a. Shut off air or solution to the unit (individual shut offs are in the Equipment Room). If the air line is ruptured, cut the line and place a union fitting to join the two lines.

**10. After all vehicles have left the Tunnel, water to a certain piece of equipment is still on.**

a. Turn the water shutoff valve for this piece of equipment on and off repeatedly until the debris is cleared from the solenoid and the water turns off. In the event this does not remedy the problem the valve must be disassembled to remove the debris.

Note: The wash should not be shut down to perform this service. If the wash is too busy, continue to operate the wash until the problem can be resolved.

**11. You enter a wash and the conveyor runs, but a roller does not come up. You push the roller up button and still no roller comes up.**

a. Check the pulse indicator light for a signal. When the conveyor is running there should be a steady flashing of the pulse indicator LED. If the LED does not flash, is constantly lit, or is intermittent there is a problem with the pulse switch.

b. It is possible that the roller call up cylinder has failed, so use the manual roller up to lift a roller. You will have to continue this (using caution) until the cylinder can be replaced when the wash is closed. There are 2 ways to manually lift a roller - be familiar with both of them (these will be demonstrated during field training).

Note: The wash should not be shut down in this event. Continue washing vehicles using the manual roller up.

**12. You run a vehicle and the rollers continue to come up.**

a. Check the photo eyes for a signal. The LED input light on the front of the Motor Control Center should illuminate when the eye is blocked. Test this by blocking the beam with a rag, or have another Associate pass their hand through the beam. If the LED is constantly lit, it may indicate the eyes are in need of cleaning, or out of alignment. If alignment or cleaning does not remedy the situation, the eyes may require replacement. If this situation occurs call your service company.

b. Check the pulse indicator light for a signal. When the conveyor is running there should be a steady flashing of the pulse indicator LED. If the LED does not flash, is constantly lit, or is intermittent there is a problem with the pulse switch.

c. If the above do not remedy the situation, the cylinder may be stuck open. Once the wash is free of vehicles, press the Emergency Stop Button and push the cylinder back in. Start the wash and continue to process vehicles. If the cylinder sticks again, manually push back and disarm the roller up using the Wash Controller, and continue washing cars with the manual roller up. Call your service company if the cylinder has failed so they can replace it.

**13. Vehicles going through the wash are not being cleaned as well as usual.**

a. Define the areas of weakness and watch the equipment as it cleans those areas. If the equipment in that area is working properly, then check solution applications for proper spray patterns on the vehicle. If the spray patterns are correct, then make sure that the solutions are being delivered properly and that there are no blockages in the delivery system. Verify that the solution pumps are working correctly. Check to see if there is the accurate solution is being applied or if it is only water. Also check for air pockets on inlet solution lines leading to the pumps - if there are pockets, the pump must be re-primed. Call the service company if all of the above is working and results are not what they should be.

**14. When performing morning wash starting up, or at any time during the day, the wash will not start.**

a. Check all emergency stop buttons, main power to the system and verify that the air compressor is turned on. If all stops are released, and power is on to the air compressor and the main system, contact your service company.

**15. Wash program is entered and vehicle enters Tunnel but no equipment turns on.**

a. Check the photo eyes for a signal, LED lights on the photo eyes. The LED input light on the front of the Motor Control Center should illuminate when the eye is blocked. Test this by blocking the beam with a rag, or have another employee pass their hand through the beam. If the LED is constantly lit it may indicate the eyes are in need of cleaning, or out of alignment. If alignment or cleaning does not remedy the situation the eyes may require replacement. If this situation occurs call for a service company.

b. Check pulse indicator light for a signal. When the conveyor is running there should be a steady flashing of the pulse indicator LED. If the LED does not flash, is constantly lit, or is intermittent there is a problem with the pulse switch.

**16. The equipment either turns on and off early or on and off late. Usually when this occurs it gets progressively worse as the vehicle moves toward the exit.**

a. Check pulse indicator light for a signal. When the conveyor is running there should be a steady flashing of the pulse indicator LED. If the LED does not flash, is constantly lit, or is intermittent there is a problem with the pulse switch.

**17. You check the conveyor trench and it is filling up with water.**

a. When the wash is stopped, check pit drain to make sure it is not clogged. If it is not clogged, check when the pit was last pumped - it probably needs pumping.

**18. Vehicles are not coming out dry in certain areas.**

a. Check all dryer producers for proper function (in between vehicles reach out your hand, but be sure to stand out of the way). **If there is no air coming out of the dryer, the starter has been tripped and needs to be reset in the Equipment Room- dryer starter panel.**

**19. A vehicle jumps a roller.**

a. The Member is braking or in park. Have them put their vehicle in neutral and wait for a roller. The vehicle may be pulled through on the front wheel if it jumps 2 rollers. If this happens, push the roller up button to send a safety follower roller.

## **20. A customer's vehicle is in gear and drives through the wash.**

a. Call out "**STOP**" to get the Member's attention. If they stop, explain to the customer what they have done and ask them to place the vehicle in neutral. After you are sure they have taken the vehicle out of gear, instruct them to wait for a roller.

If they do not stop when you yell, then use your hand to slap the trunk of the vehicle, getting the customer's attention. Once the customer has stopped, walk up to them and make sure they are in neutral (hit the emergency stop button if the customer is far enough into the wash where they have made contact with equipment, or to stop the wash from functioning so that you can safely approach the vehicle). Tell the customer to wait for roller to push them through and have them return for a re-wash. Then restart system and watch to ensure the roller has picked up the vehicle and that it is going through safely. **If they do not stop immediately, they will most likely be past the entrance eye. If that is the case the wash controller will not have had a chance to measure the vehicle. Instruct them to wait for the roller to catch up to them and push them through the wash.** Since the controller does not know where the vehicle is it will require re-washing. Once the wash has been restarted, continue to watch from a safe distance, making sure that the customer understood your instructions and is waiting for a roller.

## **21. A customer steers their vehicle off of the conveyor.**

a. ***Hit the emergency stop button. Tell the customer to remain calm and then contact a manager immediately. Depending on where the vehicle is, it may be able to get back on the conveyor easily.*** If not, contact a tow truck to assist in moving the vehicle safely out of the Tunnel. The customer should remain in their vehicle until all power to wash is shut off and they can SAFELY exit the vehicle. If they cannot exit safely, have them remain in the vehicle until help arrives. If this occurs, move all equipment out of the way and make sure power is off in the Tunnel.

## **22. A chain breaks during operation.**

a. Push the Emergency Stop Button. Carefully guide all vehicles safely out of the Tunnel by driving slowly, and making sure all equipment is out of the way by manually moving it. Tell customers that the wash will be closed for approximately 30 minutes and offer a re-wash to those who were in the Tunnel.

b. Turn off the main power and air to the conveyor, remove the broken section of chain, pull the two ends of chain together either manually or with a come-along, and reconnect the chain. Turn the air and main power back on, run a test car through the wash to ensure the conveyor is operating correctly and re-open the wash.

## **9. Oral Exam: Role Playing – Wash Situations / Troubleshooting**

### **1. Customer asks you to detail their wheels at the entrance of the wash.**

- If you purchase our wheel cleaning package and your wheels are not cleaned to your satisfaction, we will rewash them for you. If a customer is dissatisfied with the cleaning at the exit after the rewash: if there is some film, touch up the film with a hand towel to clean the wheel. If brake dust is baked on and cannot be removed with hand towel, let customer know that the condition of the wheel is not able to be cleaned at the wash.

### **2. Your wash did not remove this road tar from my vehicle.**

- Our wash is designed to clean most situations but cannot clean road tar that has been on your vehicle too long.

### **3. Are those waxes safe on my car?**

- Yes, they're specially formulated for today's clear coat finishes and provide added protection for your vehicle against acid rain, salt and bugs.

### **4. My car did not get dry.**

- Inspect the car. If it is wet, make sure that dryer is on and that water is breaking. Make sure that the timing of the rinse and the dryer is correct. If timing is not correct, a pulse switch could be failing.
- Some older model vehicles have finishes that make drying difficult due to the oxidation of the paint. If the finish of the vehicle is such, let customer know that due to the vehicle's finish drying may be difficult, and rewash vehicle to see if results are different.
- If there are some small water drops, let customer know that the wash uses spot free rinse so that these water drops will not spot the vehicle.
- Some vehicles, especially SUVs, have water traps that will trap water that cannot be dried. In these cases the water will run out after the vehicle exits the wash and drives off. We use pressurized rinses, spot free water and high powered dryers to help solve this problem, but with some vehicles there is nothing more we can do to prevent this, due to vehicle design.

### **5. Power antenna will not go down / vehicle has damage or scratches.**

- If you can remove antenna, have the customer do so. If not, then let the customer know that there is the possibility that their antenna could be damaged in the wash since it will not lower and that we cannot be responsible for it. Ask them if they would still care to go through the wash. Follow the same procedure for any damaged vehicles, letting customer know that you have spotted damage or scratches on their vehicle, prior to allowing the customer enter wash.
- Make a mental note of this vehicle, or point to the area of concern for video identification in the event a situation occurs in the wash.

### **6. Customer storms into wash yelling your car wash damaged my vehicle.**

- Take the customer away from other customers and listen to complaint while filling out claim form. Then inform customer that the manager handles all claims, get **all** information from customer and have them sign form. Take photos of damage if damage is major; tell customer manager will contact him/her. **Document everything!** Follow customer complaint procedure.

### **7. My car didn't get rinsed.**

- Evaluate vehicle to see if there is soap over the majority of the vehicle or just in certain areas. Some vehicles, especially SUVs, have water traps that will trap water that cannot be dried. In these cases the water will run out after the vehicle exits the wash and drives off. We use pressurized rinses, spot free water and high powered dryers to help solve this problem, but with some vehicles there is nothing more we can do to prevent this, due to vehicle design.

- If there is soap over the mass of the vehicle, rewash the car, making sure they are in neutral (they may have driven through wash). Watch the vehicle as it comes back through looking for clogged nozzles and timing of rinsing, so that the rinse arch turned on when needed.
8. **A large truck goes into wash and the equipment shuts off 1/3 the way through the vehicle.**
    - The truck could be high enough off the ground to allow photo eye to see itself, which would lead it to think the vehicle was only that distance long. Rewash vehicle and cover eye manually for the length of the vehicle to ensure the wash works correctly. Check as smaller vehicles go through wash. If the same problem occurs with them, your photo eye could need cleaning or replacement.
  9. **Is anyone other than our employees or the authorized service company allowed in the backroom or inside the wash, without personal authorization?**
    - Company policy and insurance will not allow anyone in the tunnel or equipment room.
  10. **Customer asks you to give some extra prep work on side of car and wheels.**
    - Tell the customer that the wash is 100% satisfaction guaranteed, so if they are not satisfied we will wash their car again and make sure that it is clean.
  11. **Customer's car is in gear and drives through wash.**
    - Yell STOP to get the customer's attention and have them put car in neutral. If they continue, use your hand to slap the trunk of the vehicle getting the customers attention. Once customer has stopped, (hit emergency stop button if they are far enough into the wash where they have made contact with equipment, or to stop wash from functioning so that you can safely approach the vehicle) walk up to customer and make sure they are in neutral. Tell customer to wait for roller to push them through and return for a rewash. Then restart system and watch to ensure the roller has picked up the vehicle and that it is going through safely. If they do not stop immediately, continue to watch them go through wash from a safe distance. If they stop further in the wash then hit stop button and make sure they are in neutral, and that they wait for roller.
  12. **Customer steers vehicle out of conveyor.**
    - Hit emergency stop button, tell customer to remain calm, then contact manager immediately. Depending on where the vehicle is, it may be able to get back on the conveyor easily and safely. If not, contact a wrecker to assist in moving the vehicle safely out of the wash bay. The customer should remain in vehicle until all power to wash is shut off and they can SAFELY exit the vehicle. If they cannot exit safely, have them remain in the vehicle until help arrives. If this occurs, move all equipment out of the way and make sure power is off in the tunnel.
  13. **A vehicle pulls up with a snow plow rack on its grill.**
    - Do not wash the vehicle.
  14. **While running a vehicle you hear a strange noise coming from the equipment or from the equipment room.**
    - Hit emergency stop button to stop wash. Check in the wash to make sure there are no problems with vehicles being washed. If wash is okay then release stop button while viewing vehicles and equipment in wash (**do not ever enter wash with equipment in operation**). Contact wash supervisor and attempt to identify where noise is coming from, contact Service Company to discuss situation immediately.
  15. **The wash equipment gets out of sequence; timing is off on all equipment.**
    - Turn power off to wash once all vehicles are out of tunnel, and reset controller. Start wash back up and evaluate wash timing. Rewash any vehicles affected by the timing problem. If timing problem continues, check pulse switch light for consistent pulsing. If it is irregular the pulse switch needs to be replaced. If the pulse switch is failing, the timing of the wash will be off by more on components further away from the entrance than those closer to the entrance (pulse differences will be

accentuated by the distance, typically one pulse of four will be missing, creating the timing problems.

**16. The conveyor pit is frozen due to extreme cold overnight.**

- Run hot water on frozen area (prep guns should have hot water to them) until thawed. As long as wash is in operation it should stay free of build up. If it begins to freeze again repeat the hot water into the area.

**17. Equipment (wash material) starts building up with ice.**

- Close wash doors to build up heat in bay, rinse down equipment with prep gun (hot water) to thaw, in these cases. Close overhead doors in between washes in possible to keep heat in bay.

**18. An air line in wash bay or a chemical line in wash bay has a leak.**

- Shut off air or solution to the unit (individual shut offs in backroom). If air line is ruptured cut the line and place a union fitting to join the two lines.

**19. A wash component in wash has a part failure and does not function properly.**

- Shut off power to car wash (main power switch on panel) retract equipment and disarm so that this piece of equipment is inoperable, using relay panel in wash controller.

**20. After all vehicles have left wash bay, water on a certain component is still on.**

- The solenoid valve (water) to that unit is probably stuck (debris in water). Follow instructions to turn the water shut off valve for that equipment on and off several times to free the debris from the valve. Repeat until the water turns off.
- Do not close the wash to do this. If wash is busy continue to wash vehicles until the business slows down.

**21. You enter a wash and the conveyor runs but a roller does not come up. You push the roller up button and still no roller comes up.**

- The roller call up cylinder has failed; use the manual roller up to lift a roller. You will have to continue this (using caution) until the cylinder can be replaced when wash is closed. There are 2 ways to manually lift a roller, be familiar with both of them.

**22. You run a vehicle and rollers continue to come up.**

- Check photo eyes for signal. The LED input should light up when covered. Eyes may need cleaning or replacement if cleaning does not work. If photo eyes are working correctly check the pulse switch for correct function.

**23. During the day, you notice something lying in the wash bay.**

- Make sure that the wash is stopped and that the emergency stop button is pushed before entering the bay to clean.

**24. A vehicle pulls up with an extended bike rack on the back of the vehicle.**

- If rack extends out too far it will not be washable. If it extends out a short distance, the vehicle could be run with the wrap around retract programmed.

**25. A limousine pulls up to wash.**

- Direct onto conveyor as normal, only have the roller pull the front tire instead of back. Once the limo has passed the trap door with its rear tires, manually have 2 rollers follow the vehicle.

**26. Vehicles going through the wash are not being cleaned as well as usual.**

- Define areas of weakness and watch the equipment as it cleans those areas. If the equipment is cleaning properly, then check chemical applications for proper spray patterns on the vehicle. If the

spray patterns are correct then make sure that chemical is being delivered properly and that there are no blockages in the delivery system or that chemical pumps are working correctly. You can see if there is chemical being applied or if it is only water. Also check for air pockets on inlet chemical lines leading to the pumps. If there are pockets the pump must be re-primed. Call the service company if all of the above is working and results are not what they should be.

**27. When starting up wash in the morning or during the day, the wash will not start.**

- Check all emergency stop buttons, main power to the system and that the compressor is turned on. If all stops are released, and power is on to air compressor and main system, contact your service company.

**28. Wash is entered and goes through wash but nothing turns on.**

- Check the input to the photo eyes to make sure that they are working. You can put your hand in front of the eye and you will see an input light on the wash controller. If there is no input then eyes must be cleaned or changed.

**29. The rinse water turns off half way through the vehicle and dryers start early and stop early.**

- Check inputs on the pulse switch. They should be regular in their frequency. If they are irregular the pulse switch or the encoder must be replaced.

**30. A vehicle approaches with an extended trailer hitch.**

- Ask customer to remove hitch from vehicle (have tools to do this at the wash purchase position, so they will not hold up the car wash line). If they cannot remove the hitch, program wrap around retract and prep backs of vehicle better. An extended hitch could damage the equipment.

**31. The wash equipment does not appear to operate correctly or is damaged. (Brushes that wobble abnormally when they are spinning or do not come in to wash vehicle.)**

- Contact wash supervisor immediately. Watch equipment operation - if it is not smooth, determine if something is binding the system up (a bad rod end bearing, a bad cylinder) or for a wobble, a bent shaft. If so, retract equipment until replacement parts can be put on. If the equipment is binding or wobbling - **DO NOT** continue to wash vehicles with that equipment, for it could damage vehicles.

**32. Foamer is not working properly.**

- Make sure that both chemical and air are being delivered to the foamer. If they are, the foamer or foam nozzle may require cleaning.

**33. Chain falls off conveyor sprocket.**

- Turn main power off wash and shut air off to conveyor. To build slack on the chain, carefully place chain on sprocket after creating slack in the chain. Then turn on air to the system to create tension and main power to the car wash. Call service company to notify them of what happened - it is caused by a component that needs to be replaced/adjusted.

**34. There is water flowing out of tank for high pressure water.**

- Check water float to ensure it is not stuck and is working freely.
- If this situation occurs on a chemical tank, carefully lift the float valve to free valve if stuck; be careful not to stick hand into reservoir. If this does not stop the flow, shut water off to the product and call for service. This event will not shut wash down, continue to wash vehicles. If it is a special product – ie: rain X - notify customer that this product is out of service and will not be applied.

## **10. Car Wash Marketing**

### **New Customers**

Why should customers try your wash? What makes it special/different/better? Some key differentiators if a MacNeil wash are:

- Envirosoft foam wash process
- Latest in car wash technology
- Safest & gentlest wash process
- Your wash saves time – ask your customers “how much is your time worth” - we take 5 minutes (a wash at home is 45 minutes to wash it correctly)
- Environmentally safe & friendly
- Speed, convenience
- Protection you provide
- Frequent washer value programs

Your initial advertising should address these issues, with the objective to get new customers to try your wash.

### **Charity Washes**

Church groups, high schools, civic groups (police, fire, etc), school bands (have them play at the wash). There are multiple ways to run this type of promotion:

- Have the charities buy prepay books/coupons or wash gift cards. Sell these at a discount as part of program. Ex. \$7 wash sell to group for \$3.50 per on a 5 wash basis - the charity keeps their share of the proceeds. Books/coupons must be accounted for.
- Wash days promoted by both the wash and the group with a predetermined amount to the group for each wash.
- Use local media to promote the event beforehand and promote the results afterwards.
- Give wash coupons to customers at special events that are occurring in the community - blood drives, other events that will bring in new customers.

### **Cross Marketing w/ Other Local Businesses**

Gas stations without a wash, pizza chains, oil changes, high volume businesses that will work a program with you.

- Rebate them for coupons redeemed (.50 for each coupon redeemed) is one way to reciprocate for their marketing your wash.
- Valpak or other direct mail services
- Direct mail - post cards
- Fundraisers for special needs - auctions for washes, community events
- They help market your business, you help market theirs' - coupons, flyers, etc.

### **Frequency**

The key to building a successful car wash is to get customers in a habit / routine of using your wash and getting used to having a clean vehicle.

To do this, once the customer visits you, give them an incentive to return quickly. Some ways to accomplish this are:

- Hand out coupons to bring second vehicle back on same day for ½ price - or other quick return discount coupons
- Buy 4 washes get 1 free or buy 5 get 1 free - set program to meet frequency needs (early on in wash development have a better offer, or entering slower seasons)
- Rain checks within 48 hours - if controller can monitor or via receipts - possibly offer different rain guarantees for type of wash bought. Some washes not only have rain guarantees but offer a guarantee for any reason within that same period (24/48hrs). This must be tracked via license plate numbers

- Car wash clubs, with special programs - every 10<sup>th</sup> wash free, return discounts, birthday wash free, 24 hr guarantee, locks customer into your wash - price \$7-10 to join club per vehicle
- Wash card - give additional value for purchase - customer pays \$50 for a \$60 card.
- Summer or off season special pricing to keep volume up
- Bounce back offer - buy the same wash purchased for regular pricing for only \$5, offer good for 30 days
- Unlimited monthly washes - attached to a credit card that rolls over each month until cancelled, priced at 4 washes per month or pay as you go, priced at 5 washes per month
- Annual passes if controller can monitor

### **Long Term Programs**

- Car dealership tie-ins to wash their customers' vehicles - offer discounts to them on a per wash basis
- Car dealerships - new car purchases (give free washes to customers who buy cars at the dealership)
- Fleet cars - cabs, police cars, other businesses that have their names on vehicles (image)
- For groups that have long term needs establish a code that identifies group and contribute to each wash used with that group
- Welcome wagons - free washes to people who move into neighborhood

### **Specials / Occasions – Seasonal**

- Day specials - ladies day, senior day
- Kids day - balloons, suckers / candy - once a month / twice a month - every Saturday; any vehicle with children get a discount.
- Haunted washes - fogger machines, strobe lights, black out windows, spider webs, Halloween music - tie this into a charity event and promote it.
- Customer appreciation day - best wash for price of regular or all washes one price.
- Raffles - other local businesses, DVD, TVs; also contribute gift cards to other raffles / community fundraisers.
- School or local promotions - prom, homecoming, graduation, etc - show a school ID and receive a discount for the wash on certain days prior to event.
- Toys for tots - drop spot - wash discount with donation.
- Food or clothes drives - wash discounts with donation.
- Gift cards / other discount mass purchases - for special occasions - Christmas, Mothers day, Fathers Day.

### **Items Needed**

- Message board to advertise specials, fundraisers.
- Driveway signs.
- Wash promotion for time of year - bugs, acid rain, salt, feel good services - express detailing, undercarriage, triple foam, rain x.
- Promotions - Christmas, Holidays, frequent washers, Fathers day, Mothers day discount wash purchase plans.
- Handouts - foam samples, wash features.

### **Internet - Website**

- Promote wash features - foam cleaning material, gentlest wash available, cleaning solutions, wheels, other services
- Provide coupons
- Fundraising information
- Menu of services
- Post pictures of wash and services