AutoLaundry news

SURVEY

Results From The Auto Laundry News 2015 Full/Flex Survey

The 2015 *Auto Laundry News* Full/Flex Survey was conducting through a mailing of questionnaires to a random selection of our subscribers who own and operate conveyor car wash businesses other than exterior sites. The information presented in this report results from an analysis of data provided by respondents from locations throughout the United States.

Full-Service vs. Flex-Service Sites

For purposes of comparison, survey responses from full-service sites are on occasion tabulated separately from flex-service responses. As was the case last year, full-service participants make up 74 percent of the total, with flex-service sites accounting for 26 percent.

The imprecision with which operators self-identify as either full-service or flex-service locations, first noted in last year's report, continues in the current survey. This is particularly evident in the reported presence or absence of a freestanding after-care center on site.

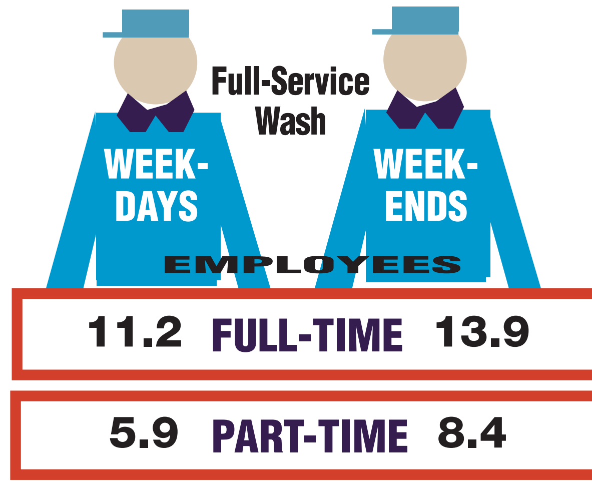
Revenues

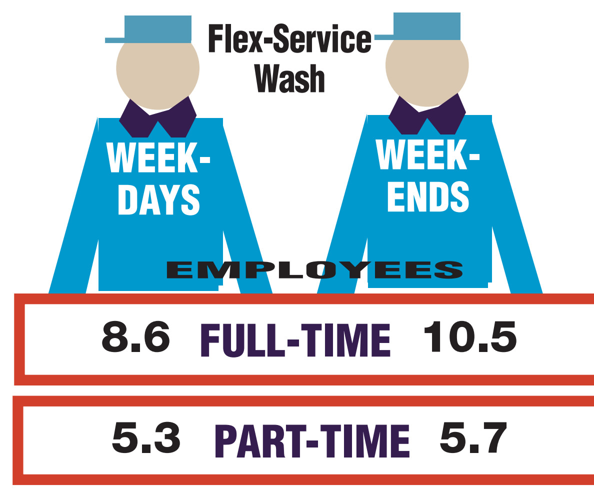
Overall, 67 percent of respondents report increased income compared to the previous year. This compares to the 39 percent who reported progress in last year's survey. The graphic on page 48 provides a three-year perspective. In a turnaround from last year, full-service participants outperform flex-service respondents, and by a not-negligible margin: 71 percent of the former report income growth; 56 percent of the latter do so. With regard to declining revenues, flex-service lags as well: 22 percent saw a drop in income, while 17 percent of full-service respondents did so.

Full-serve respondents, who made progress, report an average income growth of 8.1 percent over the previous year, while those who experienced reversals report an average decline in income of 5 percent. Though a smaller percentage of flex-service respondents experienced growth, those who did fared better than their full-service counterparts, notching up a 13 percent average increase in income.

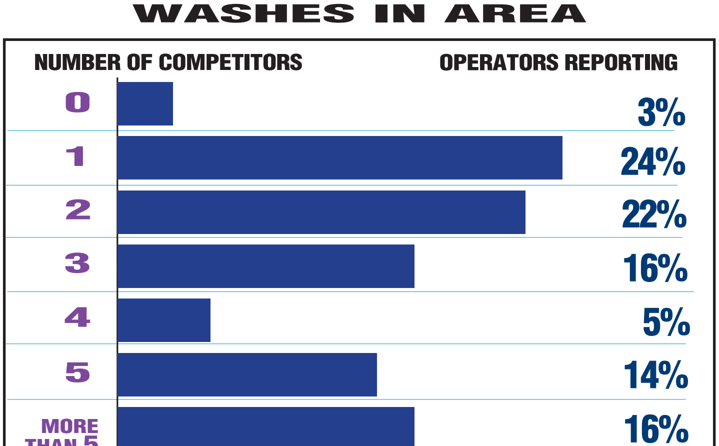
Expansion

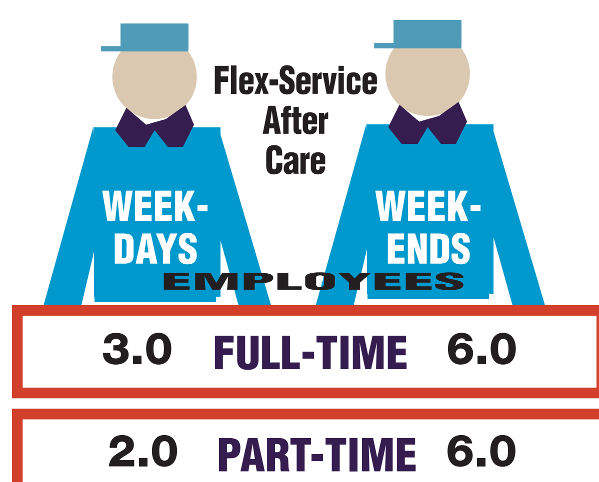
Overall, 11 percent of respondents are planning on building a new wash in the next 12 months. Half of these plans call for express-exterior facilities, while the rest are evenly divided between full-service and flex-service locations.





COMPETING CONVEYOR WASHES IN AREA





PERCENTAGE OF WASH BUSINESS DONE BY DAY OF WEEK BY REGION

	MON	TUES	WED	THURS	FRI	SAT	SUN
Pacific Alaska-California-Hawaii-Oregon-Washington	11	10	10	11	18	25	15
Mountain Arizona-Colorado-Idaho-Montana-Nevada-New Mexico-Utah-Wyoming	*	*	*	*	*	*	*
Midwest Iowa-Kansas-Minnesota-Missouri-Nebraska-North Dakota-South Dakota	*	*	*	*	*	*	*
Central Illinois-Indiana-Michigan-Ohio-Wisconsin	9	11	11	13	23	26	7
South Central Alabama-Arkansas-Kentucky-Louisiana-Mississippi-Oklahoma-Tennessee-Texas	19	11	15	13	22	20	0
Southeast Delaware-Florida-Georgia-Maryland Carolinas-Virginia-West Virginia	11	10	12	15	21	28	3
Mid-Atlantic New Jersey-New York-Pennsylvania	12	10	10	14	18	21	15
New England Connecticut-Maine-Massachusetts-New Hampshire-Rhode Island-Vermont	9	7	10	10	22	32	10

* *Too Few Responses*

PERCENTAGE OF WASH BUSINESS DONE BY SEASON BY REGION

	WINTER	SPRING	SUMMER	FALL
Pacific	15	27	43	15
Mountain	*	*	*	*
Midwest	*	*	*	*
Central	35	21	22	22
South Central	20	30	20	30
Southeast	29	30	17	24
Mid-Atlantic	40	25	16	19
New England	35	23	30	12

* *Too Few Responses*

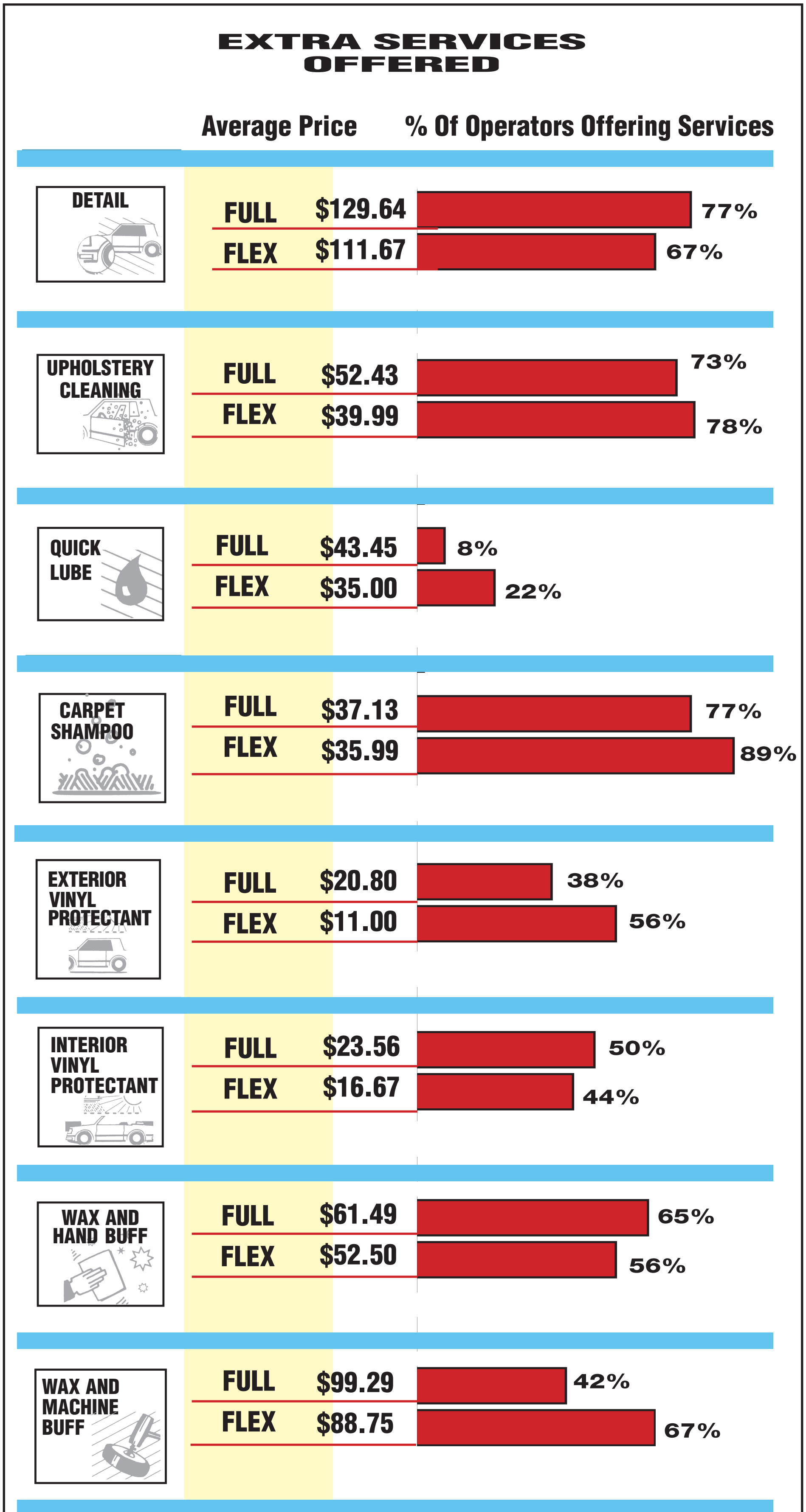
OPEN SUNDAY

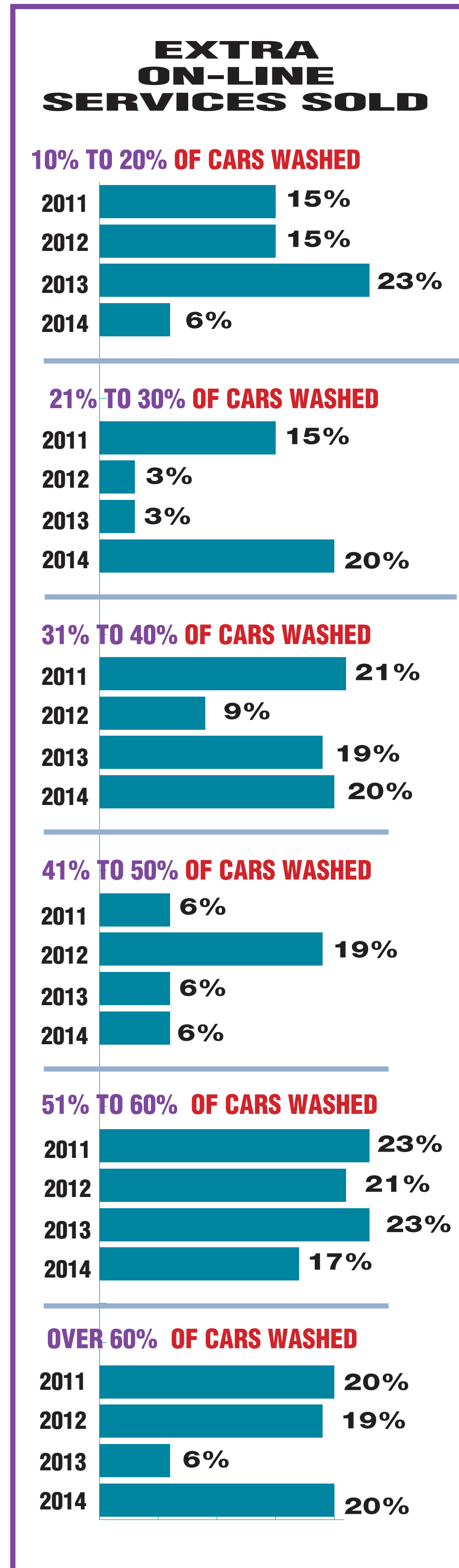
Full Service	Flex Service
65%	67%

OPEN 24 HOURS

Full Service	Flex Service
4%	0%

	AVERAGE DAILY TRAFFIC COUNT	AVERAGE ANNUAL WASH VOLUME	AVERAGE MONTHLY IMPULSE SALES
Full Service	33,600	51,300	$1,547
Flex Service	36,200	61,000	$1,174


EXTRA SERVICES OFFERED
Average Price
% Of Operators Offering Services
DETAIL
FULL $129.64 77%
FLEX $111.67 67%
UPHOLSTERY CLEANING
FULL $52.43 73%
FLEX $39.99 78%
QUICK LUBE
FULL $43.45 8%
FLEX $35.00 22%
CARPET SHAMPOO
FULL $37.13 77%
FLEX $35.99 89%
EXTERIOR VINYL PROTECTANT
FULL $20.80 38%
FLEX $11.00 56%
INTERIOR VINYL PROTECTANT
FULL $23.56 50%
FLEX $16.67 44%
WAX AND HAND BUFF
FULL $61.49 65%
FLEX $52.50 56%
WAX AND MACHINE BUFF
FULL $99.29 42%
FLEX $88.75 67%


EXTRA ON-LINE SERVICES SOLD
10% TO 20% OF CARS WASHED
2011 15%
2012 15%
2013 23%
2014 6%
21% TO 30% OF CARS WASHED
2011 15%
2012 3%
2013 3%
2014 20%
31% TO 40% OF CARS WASHED
2011 21%
2012 9%
2013 19%
2014 20%
41% TO 50% OF CARS WASHED
2011 6%
2012 19%
2013 6%
2014 6%
51% TO 60% OF CARS WASHED
2011 23%
2012 21%
2013 23%
2014 17%
OVER 60% OF CARS WASHED
2011 20%
2012 19%
2013 6%
2014 20%

SURVEY

PERCENTAGE OF OPERATORS USING FOLLOWING EQUIPMENT

FRICTION WASH Cloth 52% Foam 24% Fiber 3% Combo 21%	70%
Touchless Wash	10%
Hybrid Wash	13%
Hand wash	7%
Over and Under Conveyor	96%
Surface Conveyor	4%
Washing Curtains	28%
Stationary Mitter Curtains	24%
Motorized mitter curtains	72%
Prep Guns	96%
Computerized Conveyor Service	84%
High-Pressure Flood Arch	44%
Wax Arch	92%
Foam Applicator	88%
Top Brush	32%
Tire Brush	68%
Rocker Brush	68%
Wraparounds	80%
Window Side Brush	24%
Reverse Osmosis System	24%
Air Dryers	100%
Drying Curtains	12%
Water Reclaim System	60%
Tire Dressing Applicator	8%
Water Repellent Arch	52%
Bubbler Arch	20%

INCOME: CURRENT YEAR VS. PREVIOUS YEAR

	MORE	SAME AS	LESS
2012	45%	24%	31%
2013	39%	36%	25%
2014	67%	15%	18%

OPERATE FREESTANDING AFTER-CARE CENTER

FULL SERVICE	FLEX SERVICE
23%	33%

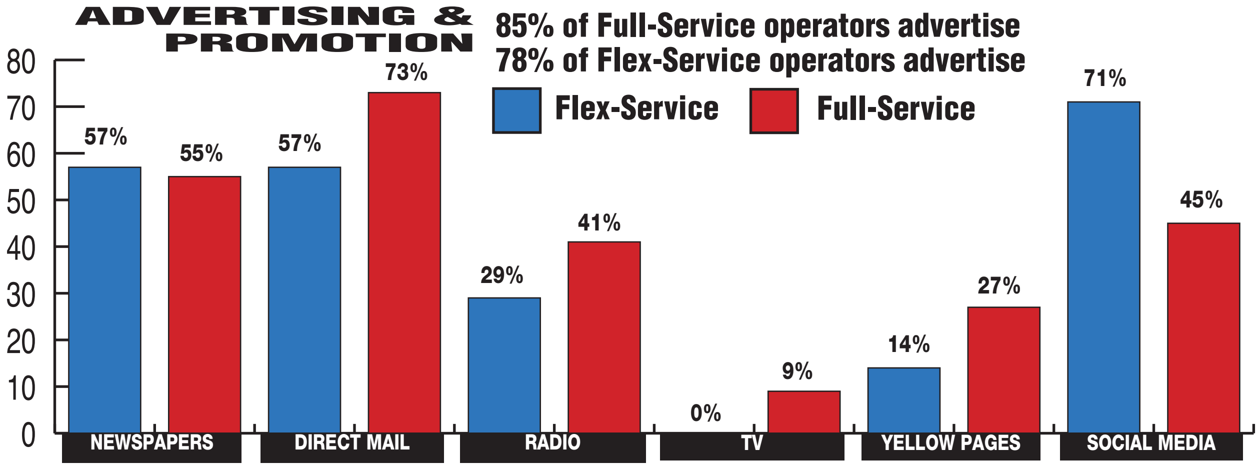
OPERATE COIN-OP BAYS ON SITE

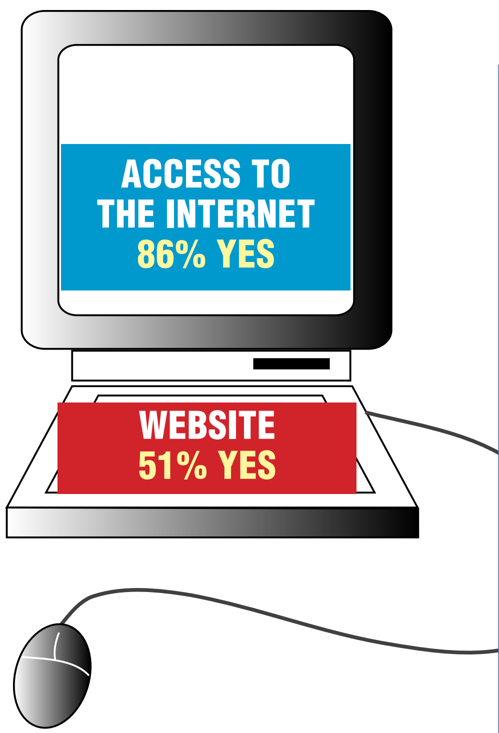
FULL SERVICE	FLEX SERVICE
8%	33%

AVERAGE NUMBER OF BAYS	
6.0	3.6

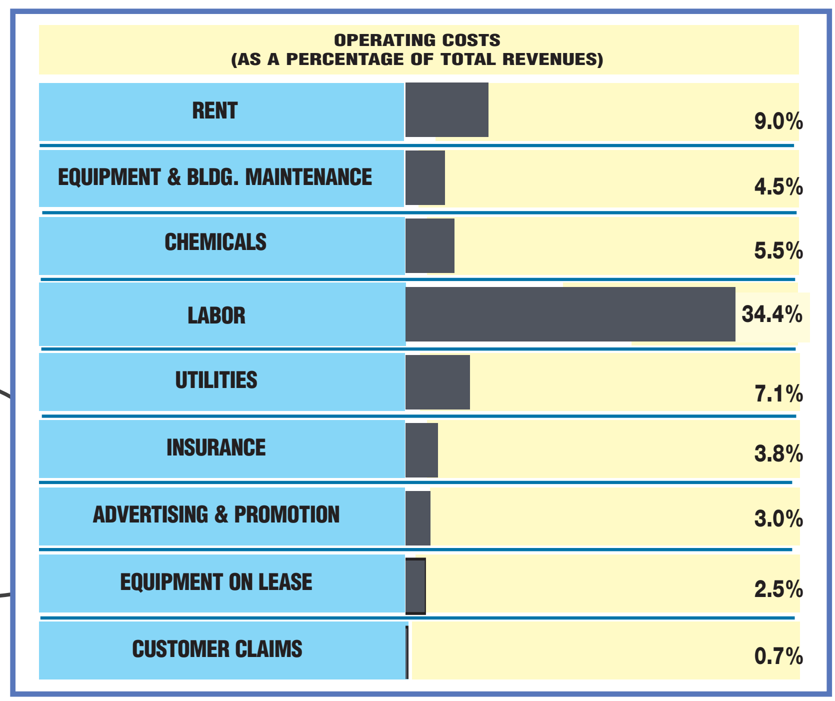
NON-AUTO PROFIT CENTERS ON SITE

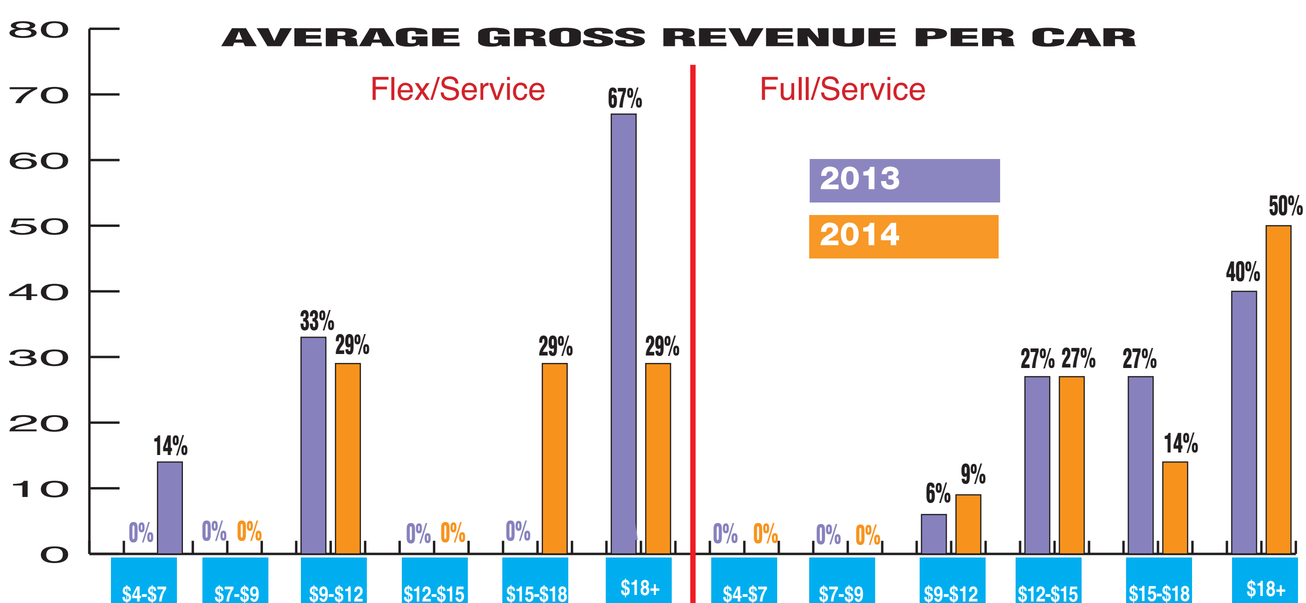
ATM	6%
Cell Phones	0%
Coffee Bar	14%
Fast Food	9%
Greeting Cards	31%
Lotto	3%
Magazines	9%
Music (CDs etc.)	0%
Pay Phones	0%
Phone Cards, Prepaid	0%
Video Games	3%



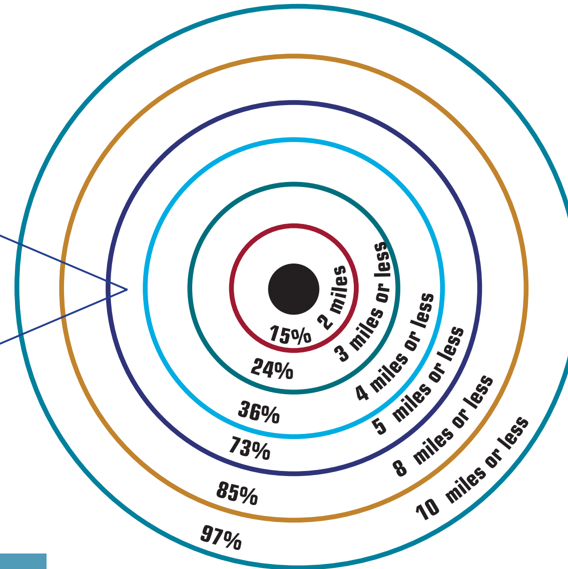


OPERATING COSTS
(AS A PERCENTAGE OF TOTAL REVENUES)





HOW FAR DO CUSTOMERS COME?
(Percent from within 2-mile radius, 3-mile radius, etc.)



LABOR COSTS