

Belanger® Tunnel Helps Make Wash The Cleanest, Greenest In Town



Westport's cleanest wash features a Pro Class 100™

WESTPORT, CT – With a background in mechanical engineering and finance, it was only natural that Scott Tiefenthaler of Westport Wash & Wax would be drawn to the car wash business. “I saw a real need in Westport for a quality full-service car wash,” Tiefenthaler notes. “It’s an affluent area with lots of high-end vehicles.” He adds “The market was here – we just had to offer the services to capitalize on it.”

Tiefenthaler says it was obvious to him that finding the right wash equipment would be vital to his success. “There are hand washes around, but it’s just the wrong approach if you want consistent quality results,” he says. “With a mechanized tunnel, you get the same results every time.” He goes on, “If you want repeatable quality, you need a system. You have to have the right tools for the job.”

After finding distributor Auto Shine Car Wash Systems by reputation, Tiefenthaler was quickly sold on Belanger wash equipment. “I was impressed to learn that Belanger is trusted by vehicle manufacturers to deliver paint-safe washing performance,” he recalls. “I tell our customers, this is the same equipment used by Mercedes, BMW and Jaguar. That’s important to them, because those are the cars they drive.”

Mark DiTommaso of Auto Shine agrees. “We recommended Belanger’s Pro Class 100 tunnel system as the best fit for Scott’s new construction,” DiTommaso says. “We saw that his site would be extremely popular among Westport’s discriminating residents.” He adds “So we suggested the system that

“Our Pro Class 100 helps us deliver the results our customers want. It goes to show, if you want a tunnel full of cars ... you first have to fill your tunnel with the right equipment.”

— Craig Tiefenthaler, Westport Wash & Wax

would deliver the cleaning performance those customers expected, while handling high volumes of repeat business.”

“Mark definitely ‘steered us right’ with the Pro Class 100,” says Craig Tiefenthaler, Scott’s brother who oversees daily operations. “Our customers drive high-value vehicles and want to protect their investments.” He continues “Our Pro Class 100 helps us do exactly that. Its efficient and gentle cleaning format provides outstanding results, while enabling us to use significant amounts of recycled water and biodegradable Simoniz soaps that protect our environment.”

As Craig observes, a wash that works for the environment also has to work with the local climate. “Our harsh winters mean we get a lot of road salt,” he remarks. “Our Titan Vehicle Prep system blasts away salt and heavy soils, enabling us to deliver sparkling clean cars regardless of road conditions,” Craig says. “Best of all, the Titan uses its own reclaim system, so it’s tough on dirt and easy on the planet.”

According to Craig, owning a clean, green wash tunnel is a great foundation for a sustainable car wash business. “We’ve built on that premise, adding 18 roof-mounted solar panels that run lights and detail vacuums,” he remarks. “We also recycle all the plastic and glass bottles we remove from customer cars.” He adds “The way we see it, what’s good for our community is good for business.”

Craig says that folks really appreciate the care and service they receive at the wash. “Ninety percent of our customers choose our full-service offering,” he notes. “And our exterior option appeals to those in a hurry.” Craig concludes “Our Pro Class 100 helps us deliver the results our customers want. It goes to show, if you want a tunnel full of cars ... you first have to fill your tunnel with the right equipment.”