

## Belanger® Tunnel Helps New Owner Increase Business 600% in First Two Months



*The site's old wash was tired and uninspiring*



*New Belanger® tunnel attracts six times the business!*

STERLING, VA – It's often been said that success in the car wash business starts with a great location. The 'flip side' to this observation is that the location must be properly developed to meet the needs of the market. "A high drive-by traffic count is great," says Joon Park of Xpress Autowash at Cascades Shell. "But you need to have the right offering, pricing and promotion to attract those drivers into the wash."

As the operator of four car wash sites (three of which are Belanger tunnels), Park believes in building each business around the merits of the property. "My first three locations are situated on sites that lend themselves to expansive offerings," he observes. "So the emphasis is on full-service and detailing. Two sites even feature a 10-minute oil change." As Park notes, his latest site called for a different approach.

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*— Joon Park, Xpress Autowash at Cascades Shell*

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"This location had an existing express car wash tunnel together with Shell-branded gas," Park comments. "Combined with a daily traffic count of 45,000 cars, the site should have generated substantial wash volume." But Park says the old wash was severely underperforming – generating only \$2,000 a month in sales. "The problem wasn't the site; the problem was the wash," he notes. "The numbers just don't lie."

Sean Lane, of Belanger distributor Carwash Solutions, agrees. "When Joon showed us the site, we saw its tremendous potential." He adds "But the wash looked like it had been ignored by the owner and forgotten by the public. It was a real opportunity for Joon."

"The old tunnel was made by a manufacturer known for gas station rollovers," Park observes. "Even when new, it was a very basic wash with little upsell potential." He notes "But with age, it became tired and uninspiring." To refocus the site around the car wash, Park called on Carwash Solutions to provide Belanger equipment – a proven performer at two of his other locations.

"Our 75-foot Belanger tunnel gets the car clean and dry while maximizing revenue," Park says. "Folks love the DuraScrubber wheel cleaner, DuraShiner tire shiner and Chameleon arches." He adds "In fact, most buy extra services, building margin on top of volume." Of course, it takes volume to make margin meaningful. "With bigger wash volumes, revenue per car doesn't just add up," Park says. "It multiplies."

According to Park, the new wash is attracting drivers – in droves. "It has the curb appeal to bring in new customers, and the wash performance to keep them coming back," he says. "In just two months, we've increased the wash volume 600 percent." Park concludes "Best of all, we still have plenty of room to grow. With the help of Belanger and Carwash Solutions, the upside seems almost unlimited."