
FreeStyler® #003 Going Strong at Utah Wash; Has Doubled the Business



Customers love the open bay and thorough cleaning

TOOELE, UT – Starting in 1986, Little Mountain Car Wash spent 20 years building a loyal customer base, with five well-kept self-service bays. In 2006, the owner added an automatic – choosing the third Belanger FreeStyler® ever made. “My dad knew our customers would welcome the choice of an automatic,” says owner Scott Caldwell. “He also knew that choosing the right machine was extremely important.”

According to Caldwell, his father Greg decided on a soft-touch wash after seeing the popularity of that wash style in nearby towns. And he opted for the FreeStyler® after seeing the machine at the ICA Show. “Our customers are used to the open, airy feeling of our spray bays,” notes Caldwell. “With its overhead gantry, the FreeStyler maintains that sense – while offering a soft-touch wash for those who prefer it.”

Little Mountain’s customers have appreciated the FreeStyler since day one. Soon after it was added, one customer posted this praise on the review Web site InsiderPages: ***“This car wash is the best in Tooele. Not only do they have 5 bays, but now they have added the only friction wash in Tooele County and it works great! I have been using this carwash for 12 years and will continue to.” – Chad N***

According to Caldwell, positive reviews are great – but positive results speak for themselves. “Our customers have chosen the FreeStyler in droves over the last four years,” he remarks. “Our total wash volumes have more than doubled with the FreeStyler.” He continues,

“Our FreeStyler delivers a great soft-touch wash folks count on for a thorough clean. In fact, more than 50% buy the top wash – a \$3 upsell. What’s more, its low maintenance design keeps us washing profitably.”

— Scott Caldwell, Little Mountain Car Wash

“That’s just really remarkable. The FreeStyler is literally washing more cars than all five spray bays combined.”

Caldwell attributes this to the FreeStyler’s cleaning performance and reliable operation. “Our FreeStyler delivers a great soft-touch wash our customers count on for a thorough clean,” he notes. “In fact, more than 50% buy the top wash – a \$3 upsell.” He says the machine’s high uptime is a huge benefit to his business, adding “We depend on its low maintenance design to keep us washing profitably.”

In addition to building his business, the FreeStyler has also helped Little Mountain build good will among important constituents. “We’ve done a sustained amount of fleet washing with both the local sheriff’s department and the school system,” he comments. “They love the easy automatic washing and quick, reliable cleaning performance.” He adds “That goes a long way in a town like Tooele.”

As Caldwell observes, the FreeStyler has been well received because it’s a great fit for the Tooele market. “There are no tunnel washes in this area, and the FreeStyler is widely known to be the best choice for a thorough clean at a fair price,” he says. “That’s earned us a lot of repeat business from current customers, and positive word of mouth that brings us new folks, too.”

While the FreeStyler® has brought a lot of value to the site, Caldwell says he appreciates the machine most while he’s away. “It just runs and runs,” he says. “And if there is ever an issue, the FreeStyler pages me to keep me informed. That’s invaluable to me as a business owner.” Caldwell concludes “If I built this business from scratch today, I’d do one thing different – I’d include the FreeStyler right from the start.”