

Two-Vector® Site Washes 220,000 Cars – and Builds a Detail Business



A clean car exits one of Springvale's Vector® bays



The site offers two Vectors, self-serves and detailing

SPRINGVALE VILLAGE, ME – As home to the first Vector® touchless in-bays in the state of Maine, Springvale Village Car Wash has built a loyal following since 2002. Today, the business is a local fixture, relied upon by residents and passersby for quick, quality car washing and complete detailing services.

“We selected the site on Main Street, for its high traffic count and visible location,” says co-owner Jeff Farrell. He notes that while Springvale Village houses just 3,500 residents, the wash enjoys daily drive-by traffic of nearly 13,000 cars. “That includes folks from nearby Sanford, as well as business commuters who travel through each morning and night,” Farrell observes.

Farrell says that after selecting the location, he and partner Blaine Williams researched car wash manufacturers, to select equipment that fit the business and the property. “We found Belanger online,” Farrell recalls, noting that he and Williams were intrigued by the company’s longevity and heritage.

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— Jeff Farrell, Springvale Village Car Wash

“Belanger seemed like a good company to do business with,” he recalls. “And we were really impressed with the Vector. It was clearly well designed and well built for high-volume touchless washing.”

“We decided on two Vectors, two self serves and a detail bay,” says Farrell. “We knew the Vectors would handle our throughput demands, while attracting folks to the site for detailing.” He notes “We built the site with our own hands ... so we owed it to ourselves to be choosy about our wash equipment.”

According to Farrell, that diligence has paid off. “We’ve washed more than 220,000 cars combined on our two Vectors,” he says, noting that each machine is now well over 100,000 cars. “Our Vectors have delivered outstanding reliability and exceptional wash performance,” he says. “With a rugged design and minimal moving parts, the Vector is simple without being simplistic.”

As Farrell observes, the Vector’s flexible operation is also an asset. “We offer four packages to meet everyone’s needs,” he remarks, “from a basic wash and dry, to our top wash with an undercarriage blast, clear coat sealant and triple foam.” He says that half of his customers buy the Supreme wash – a \$2 upsell.

“Our Vectors have been the perfect foundation for our business,” Farrell notes. “Their high uptime, fast wash cycles and impressive cleaning have all driven volume – 220,000 cars’ worth. And the extra service options have driven profits and customer satisfaction.”

“It’s simple,” Farrell says. “Selecting the right wash equipment is vital to your success.” He remarks “Our Vectors haven’t just built a car wash business, they’ve attracted detail customers ... which has increased our return many times over.” Farrell chuckles, “In fact, our Vectors don’t just give us detail customers ... they give us *clean cars* to detail. Each Vector’s a real helping hand – or in this case, two helping arms.”