

Vector® Touchless In-Bay Washes 250,000 Cars — And Counting



Car wash shares street sign with the gasoline!



University City Mobil's Vector® in action!

SAN DIEGO, CA – According to Mammy Hakimian of University City Mobil, there's no such thing as a 'gas station car wash.' "When you have a gas station and car wash on the same property, you have *two* businesses," he says.

Hakimian speaks from experience. His Vector® touchless in-bay automatic has washed more than 250,000 cars, in less than eight years. "We give the wash equal billing to the gasoline," he says. "Our street sign promotes our gas prices, and our touch-free car wash." He says that this strategy attracts new customers, but the wash itself must bring them back.

"People want more than a clean car," Hakimian observes. "They want to get in easily, and get out

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— Mammy Hakimian, University City Mobil

quickly and safely." He adds "With the Vector they get both – powerful cleaning performance and ease of use, wash after wash." Hakimian says that his Vector® has helped build a loyal base of customers, who purchase 2,500 to 3,000 washes per month – two or three times what many in-bays achieve.

"With that frequency and volume, we need a wash that will stand up to the demand, with high uptime and low maintenance requirements," Hakimian notes. He adds that while his Vector® delivers 'workhorse' reliability and vehicle-safe performance, his business was not always so fortunate.

"We purchased our Vector to replace a wash made by another manufacturer," Hakimian says. "While our old wash cleaned cars, it could be a little *too* aggressive." He jokes "Too often, it cleaned the mirrors and antennas right off the cars, creating costly damage complaints and unhappy customers."

At the 2001 ICA Show, Hakimian found relief. "The Vector intrigued me the moment I saw it on the trade show floor," he says. "It was clearly better designed and better built than the wash I had at the time."

"The Vector is perfectly designed to clean every customer's vehicle well, regardless of size, shape or how dirty it is," Hakimian observes. As a mechanical engineer, Hakimian is more than qualified to make this assessment. "The Vector's automatic vehicle sizing ensures the wash arms maintain the right distance from the vehicle, while bringing the nozzles close to maximize cleaning performance every time," he says.

Hakimian adds "After 250,000 washes, I'm extremely happy with our Vector. It delivers the reliability I need, and the wash performance my customers expect." He concludes "I'm looking forward to washing our *next* quarter million cars, with the help of our Vector and the great support provided by Belanger."