
Vector® Delivers Five Times the Wash Volume at BP Station



West Towne BP offers gas, service — and a Vector®!

MADISON, WI – After working at the West Towne BP for 14 years, owner Daren Duffey purchased it in 1995. “I believed in the site, and knew its potential first-hand,” Duffey says. “I especially liked West Towne’s role in the area – folks think of it as their neighborhood service station.” He explains that his regular customers rely on the station’s full-service gas, three service bays and on-site car wash.

“I always felt the car wash could be improved, especially after I bought the station,” Duffey remarks. “The old wash ran on floor rails and used spinners to wash the car.” He jokes “The spinners sprayed chemical everywhere, and even occasionally sprayed the car.” He adds “Unfortunately, the chemical also destroyed bearings and corroded the floor rails. At the end, the machine was down at least half the time.”

Duffey says it was great timing when Belanger distributor Cal Stankey called on him in 2003. “I visited Daren as a cold call initially,” Stankey recalls. “I was impressed by the location and layout of the site.” He continues “Daren’s on a great corner in an established part of Madison. There’s a reason his station had a wash bay, and there were also very good reasons for him to upgrade his wash to a nicer machine.”

Duffey agrees. “Cal took me to see several Vectors in operation,” Duffey says. “I knew right away the Vector was the right wash for my bay.” He notes “It was obvious to me that the Vector’s overhead rail design would offer much greater reliability and uptime than our

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floor-mounted machine.” He adds “I also liked the Vector’s open bay feel and dual wash arms. It really felt like a serious, professional touchless car wash.”

According to Duffey, it didn’t take long to prove himself right. “We installed the Vector and our wash volume increased 500% – from 3,000 to 15,000 cars a year,” he says. “Customers love its ease of use and the great job it does.” He continues “Now our wash delivers the same reliable service as the rest of our site. Our customers depend on the Vector, just as they count on us for quality gasoline and service work.”

As Duffey observes, the Vector’s high uptime isn’t just convenient – it’s a long-term business builder. “We’ve washed over 100,000 cars with our Vector, and it’s still reliable, quick and effective,” he says. “Although our old wash needed nearly constant maintenance, the Vector requires very little attention.” He adds “It’s only needed routine maintenance to replace wear parts like an occasional hose – nothing else.”

While the Vector® has dramatically increased the site’s wash volume, Duffey says it has improved the wash’s dollar average, as well. “We offer three wash packages with our Vector, and a third of our customers buy the top package, which is a \$3 upsell,” he says. “We love having extras like two-step presoak, triple foam and clear coat sealant – and so do our customers. It’s a real win-win.”

“The Vector has been a wonderful addition to our site,” Duffey remarks. “When you buy a car wash, you want a machine that will wash cars all of the time – not just part time.” Duffey adds “The Vector runs itself, so I can run my business. Its overhead design is the only way to go, in my view.” He concludes “If I ever own another service station, it will include a Vector, for sure.”