

Vector® a Big Draw for Shopping Center Car Wash



Customers chose the Vector® 34,000 times in 2 years!

SANDY, UT – Success for a shopping center requires getting the right ‘mix’ of businesses together in one great location. “Willow Creek Shopping Center is built around a Ream’s Food Store, one of nine locations in my family’s grocery chain,” says property manager Lisa Maldonado. She notes that Ream’s has been a favorite of area residents since the 1940s. “With a strong anchor and a good combination of dining, retail and personal services, Willow Creek has always been a popular local shopping destination,” she remarks.

One of the amenities that helps set Willow Creek apart is its on-site car wash. “The car wash really is an added value for customers and tenants alike,” Maldonado says. “It helps complete the ‘one-stop shopping’ experience here at Willow Creek.” She continues “The car wash doesn’t just add convenience for shoppers, it also attracts additional customers – who then patronize the tenants’ stores.”

Maldonado says that while the car wash is integral to the site’s value today, it wasn’t always part of the site plan. “Retailers succeed by listening to their customers,” she observes. “In property management, we must listen to tenants and consider the needs of their customers.” She explains that a gas station tenant originally asked for permission to add a car wash. After considering the request, Willow Creek’s management realized that a larger wash run by the center would offer the most benefit to everyone.

“We had a centrally located, open pad that was highly visible from the street,” Maldonado recalls. “We

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— Lisa Maldonado, Willow Creek Shopping Center

decided to add a multi-bay car wash there, and went to work.” Maldonado says the plan initially called for one in-bay automatic and several self-serve bays – one of which would be converted to a second in-bay as the business grew. “It didn’t take long for us to need the second in-bay,” she comments.

According to Maldonado, the two original in-bays washed plenty of cars – but they were also plenty of work. “In hindsight, their design left a lot to be desired,” she says. “They ran on floor-mounted tracks that required regular maintenance, and had seven oscillating heads with many moving parts to break down.” She adds “The downtime was anything but magical – it left us wondering what was next.”

Believing in the wash (if not the equipment), Maldonado contacted Kerry Shimada of Belanger distributor Arcadian Services, with whom she had a working relationship. “I recommended the Vector as the perfect upgrade for the in-bays,” says Shimada. “I showed Lisa how the Vector’s overhead gantry, dual wash arms and fixed nozzles would deliver outstanding wash performance and reliable operation.”

“Kerry was right,” Maldonado says. “We replaced one in-bay with a Vector to start, and it’s been a great decision.” She continues “Our Vector offers a simple, low-maintenance design, fantastic cleaning and elegant looks. Customers love the wide-open bay with no guiderails and fast dual-arm wash process.” She notes the Vector® has washed over 34,000 cars in two years, delivering a fast return on investment.

Maldonado says the time has come to replace the second original in-bay with a Belanger machine – this time a Saber™. “We’re excited to be adding the Saber alongside our Vector,” she comments. “It offers a similar customer experience, with the added appeal of illuminated wash arms.” She adds “With the Vector and Saber, we’ll have a truly winning combination. The future looks bright for Willow Creek Car Wash.”