

Vector® Helps Self-Serve Operator 'Help Himself' to More Business



The wash's Vector® has brought many new customers

WINDSOR, WI – When Rod Bott of Windsor Wash decided to add an in-bay to his self-serve car wash, he knew the increase in revenues would be *automatic*. “We had an established site, with proven traffic and a growing customer base,” he says. “It made sense that an in-bay would attract more folks to the wash, bring them back more often, and process more cars per hour than our four spray bays.”

Bott says that owning the real estate made adding the in-bay wash an obvious choice. “We weren’t making any money mowing the grass next to the spray bays,” he jokes. “It was the perfect spot for the automatic – and the cost of the ground was just right.” Bott attended that year’s ICA show in Chicago to see all of the in-bay equipment options, compare systems and take notes.

“It was great to see all the equipment side by side,” Bott remarks. “It made my decision to go with the Vector very easy.” He notes “We were looking for a machine to double our business, with high throughput and powerful cleaning.” Bott says “The Vector’s dual arm design offered obvious advantages over single-arm competitors.” He adds “I also appreciated its robust construction and low maintenance requirements.”

It was at the ICA Show that Bott first met the local Wisconsin distributor, Cal Stankey. “Talking to Rod, I was intrigued,” Stankey recalls. “His site is across from a large industrial park with a Walgreen’s distribution center. There’s also a Pepsico facility and lumber yard

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closeby.” Stankey adds “I knew these ‘daytime residents’ would be a good customer base for a new Vector, 5 days a week.”

Bott agrees. “Cal’s right. We also seem to pull a fair amount of business from nearby motels and restaurants.” He notes “Our self-serve regulars have really appreciated having a choice between the spray bays and the Vector on each visit.” Bott continues “I’m also certain the Vector has attracted a whole new group of customers, who always prefer a hands-off approach to washing their cars.”

According to Bott, the Vector® has met and exceeded the business’s goals for adding an automatic. “Our Vector’s been running strong for over seven years,” he says. “Not only has it doubled our wash volume; it’s nearly tripled our revenues with its higher ticket average!” Bott adds “Folks love the wide-open bay feel, fast and thorough washing and upgrade options like triple foam and total surface protectant.”

Bott says the Vector’s high uptime and easy maintenance has many benefits for his operation. “Because the Vector’s reliable for me, it’s reliable for my customers, too,” he observes. “They know they can count on the machine to be up and running when they need it.” He adds, “For me, it’s a huge benefit that the Vector is a ‘hands off’ type of wash. It enables me to be off-site, attending to my other businesses.”

So, what’s next for Windsor Wash? “We’re planning to build a second in-bay in the near future,” Bott says. “This was always our goal, and the Vector proves it will be a solid investment.” He notes “We plan to add a FreeStyler soft touch unit next.” Bott concludes “In-bay customers will have a choice between touchless and touch-free. Either way, they’ll get a fast, quality wash that keeps them coming back.”