

Grow Your Revenue Today!

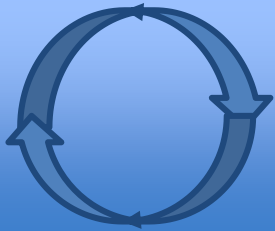


ZepVehicleCare
MAXIMIZE YOUR SUCCESS

Increasing Revenue



Increase Avg. Spend/Wash



Increase Visits / Customer



Increase # Customers

Increasing Revenue



Increase Avg. Spend/Wash

Increase spend per wash per customer. Typically easiest to impact quickly through pricing, menu management and offering innovation.
Benchmark average ticket/car.

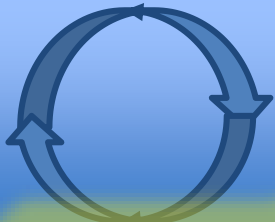


Increase # Customers

Increasing Revenue



Increase Avg. Spend/Wash



Increase Visits / Customer

Reward loyal customers and increase number of visits. Benchmark total visits or annual/lifetime value of customer

Increasing Revenue



Increase Avg. Spend/Wash

Attract completely new customers to site. Typically expensive, consistent, outbound communications for established locations.
Benchmark with redemption, market conditions



Increase # Customers

The Clutter Factor



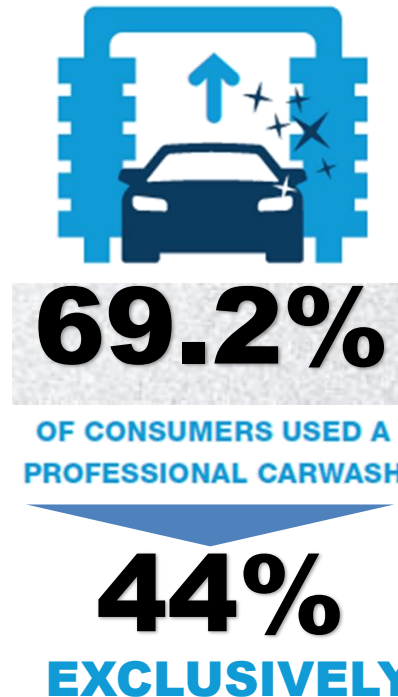
A person sees
5,000
messages a day
on average



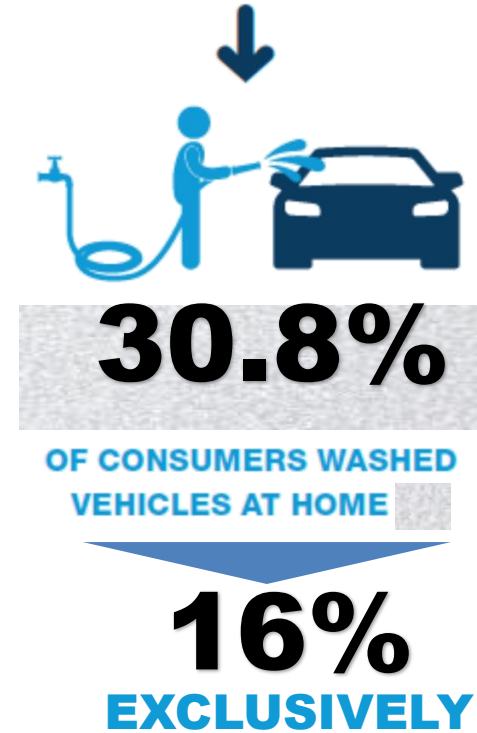
Consumer Buying



- Data continues to represent consumers wash 4 times annually
- Among professional wash users, medium users up significantly to 56% from 9% in 2014
- Number of frequent wash members almost doubled to 21% from 12% in 2014- and are most satisfied group on survey
- Only 11% received an offer from a car wash in previous year



BOTH
40%



Source: 2016 ICA Consumer Survey

Why Do Consumers Wash?

Velocity
Vehicle Care

ZepVehicleCare
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How much do you agree or disagree with each of the following statements? I use a car wash because: Top 2 Boxes	2014 PRO A	2016 PRO B
Total	N=1319	N=1281
A clean vehicle makes me feel good	75%	87% A
I want the vehicle to look good for special occasions	73%	74%
A clean vehicle is a good reflection on me	69%	77% A
It's a treat to have my vehicle washed	59%	68% A
When the weather is nice, I enjoy getting a car wash	58%	60%
I don't enjoy doing it myself	46%	50% A
It's a fun family activity	15%	32% A

It's an EMOTIONAL Reward!

Menu Design



Capture consumers attention & sift through the clutter

- Appealing
- Colorful
- Relevant
- Easy to read
- Visible from distance
- Organized

SUPER EXPRESS
CAR WASH

BODY ARMOR \$16
SUPREME WASH PLUS:
ARMOR ALL ALONE. PERFECT TOGETHER. rainx COMPLETE SURFACE PROTECTANT
EXTREME SHINE WAX SHINE & PROTECT!

SUPREME \$13
DELUXE WASH PLUS:
• Triple Foaming Soap • rainx Complete Surface Protectant
• Clear Coat Protectant • Triple Tire - Spray, Scrub & Shine
• Undercarriage Protectant • Dry

DELUXE \$10
BASIC WASH PLUS:
• Triple Foaming Soap • Undercarriage Protectant
• Clear Coat Protectant • Dry

BASIC \$7
• Wash & Dry

ADD rainx only \$4

proudly featuring
Blue Cabrio rainx ArmorAll

Menu Design

Velocity
Vehicle Care

Zep Vehicle Care
MAXIMIZE YOUR SUCCESS

Order of packages, best to most basic, should read in the direction of one of the following:

- Top-down
- Left to right
- Big to small; best package is top/first/biggest

Best package:

- Most visible
- Takes up the most space
- Best value

CAR WASH proudly featuring **Blue Cross** **rainx** **Amway**

FULL SERVICE

THE WORKS WASH \$25

NEW! **EXTREME SHINEWAX** **rainx** SHINE & PROTECT!

- Sealer Wax
- Wheel Cleaner
- Triple Foam Conditioner
- Tire Dressing
- rainx for Wheels
- Air Freshener
- Complete Vacuum
- Clean Windows
- Dust Doors & Dash
- Towel Dry

EXTERIOR SUPREME \$22

rainx Complete Surface Protectant

- Sealer Wax
- Wheel Cleaner
- Triple Foam Conditioner
- rainx for Wheels
- Tire Dressing
- Air Freshener
- Complete Vacuum
- Clean Windows
- Dust Doors & Dash
- Towel Dry

SUPER WASH \$19

- Sealer Wax
- Wheel Cleaner
- Triple Foam Conditioner
- Tire Dressing
- Air Freshener
- Complete Vacuum
- Clean Windows
- Dust Doors & Dash
- Towel Dry

FULL-SERVICE WASH \$17

- Complete Vacuum
- Clean Windows
- Dust Doors & Dash
- Towel Dry

Menu Design



Don't give away too much in the lowest priced package

- No incentive to buy up
- Bottom wash is basic, no frills

Wash package names should clearly differentiate

- Deluxe, Complete, Premium: What's the difference?
- Descriptive package names



Sample Menu



BOB'S CAR WASH

\$7

Basic Wash

- Presoak Bath
- High Pressure Wash
- Spot Free Final Rinse

\$8

Express Wash

- Undercarriage Wash
- Presoak Bath
- High Pressure Wash
- Spot Free Final Rinse

\$9

Deluxe Wash

- Undercarriage Wash
- Presoak Bath
- High Pressure Wash
- Triple Foam Polish
- Spot Free Final Rinse

\$11

Premium Wash

- Undercarriage Wash
- Presoak Bath
- High Pressure Wash
- Triple Foam Polish
- Complete Surface Protection
- Spot Free Final Rinse
- Power Dry

**JOIN OUR
UNLIMITED
WASH CLUB!**

starting at
\$20

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Price	Take Rate
\$7	33%
\$8	20%
\$9	26%
\$11	21%
Avg.	\$8.56

How Many?



3 Versus 4 Packages



- Average ticket for 3 packages will net better results than 4 packages, typically by 5% or more
- How?
 - 4 package is ~
 - \$11 – 21%
 - \$ 9 – 26%
 - \$ 8 – 20%
 - \$ 7 – 33%
- Consider dollar amount of packages, price sensitivity on base, take rates in middle



3 Versus 4 Packages



- Average ticket for 3 packages will net better results than 4 packages, typically by 5% or more

- How?

4 package is ~

\$11 – 21%

\$ 9 – 26%

\$ 8 – 20%

\$ 7 – 33%

3 Package ~

\$12 – 30%

\$10 – 32%

\$8 – NA

\$8 – 38%

- Changes result in \$9.84/car v. \$8.56/car



Sample Menu



BOB'S CAR WASH

\$12	Premium Wash <ul style="list-style-type: none">• Undercarriage Wash• Presoak Bath• High Pressure Wash• Triple Foam Polish• Complete Surface Protectant• Spot Free Final Rinse• Power Dry
\$10	Deluxe Wash <ul style="list-style-type: none">• Undercarriage Wash• Presoak Bath• High Pressure Wash• Triple Foam Polish• Spot Free Final Rinse
\$8	Basic Wash <ul style="list-style-type: none">• Presoak Bath• High Pressure Wash• Spot Free Final Rinse

JOIN OUR UNLIMITED WASH CLUB!
starting at **\$20**

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- Eliminating middle package, updating look and optimizing price changed our average revenue per car to \$9.84
- Increase of \$1.28/car, \$12,800 per 10,000 cars washed
- Limited cost -marketing materials

Pricing



Price Points

- Generally, stay with even numbers
- Avoid \$13 price point
- \$10, \$15, \$20 are key price points. \$9, \$14, \$19 - it's the same
- Price should be consistent with value proposition of wash package and identity



**You can always promote price down...
however, it's difficult to go up again.**

New Menu!



BOB'S CAR WASH

BEST VALUE! **Ultimate Wash w/SHINE & PROTECT!**

\$15

- Undercarriage Wash
- Presoak Bath
- High Pressure Wash
- Triple Foam Polish
- **EXTREME SHINE WAX** WITH CARBOLAN
- **rainx** Complete Surface Protector
- Spot Free Final Rinse
- Power Dry

\$12

Premium Wash

- Undercarriage Wash
- Presoak Bath
- High Pressure Wash
- Triple Foam Polish
- **rainx** Complete Surface Protector
- Spot Free Final Rinse
- Power Dry

\$10

Deluxe Wash

- Undercarriage Wash
- Presoak Bath
- High Pressure Wash
- Triple Foam Polish
- Spot Free Final Rinse

\$8

Basic Wash

- Presoak Bath
- High Pressure Wash
- Spot Free Final Rinse

JOIN OUR UNLIMITED WASH CLUB!
starting at **\$20**

- Added new top package with added applications supported by bay signs and lighting.
- Price at \$15
- Assuming a minimal take rate of 10%, average car rate \$10.24- additional .40/car
- Total changes from \$8.56 to \$10.24 average
 - \$1.68 car= \$16,800 profit/10k cars
 - Limited costs to implement

Smart Menu Management Creates More Revenue!

MAXIMIZE YOUR CAR WASH SUCCESS

HELPING YOU MAKE MONEY SAVE MONEY MAKE LIFE EASIER



ZepVehicleCare

