

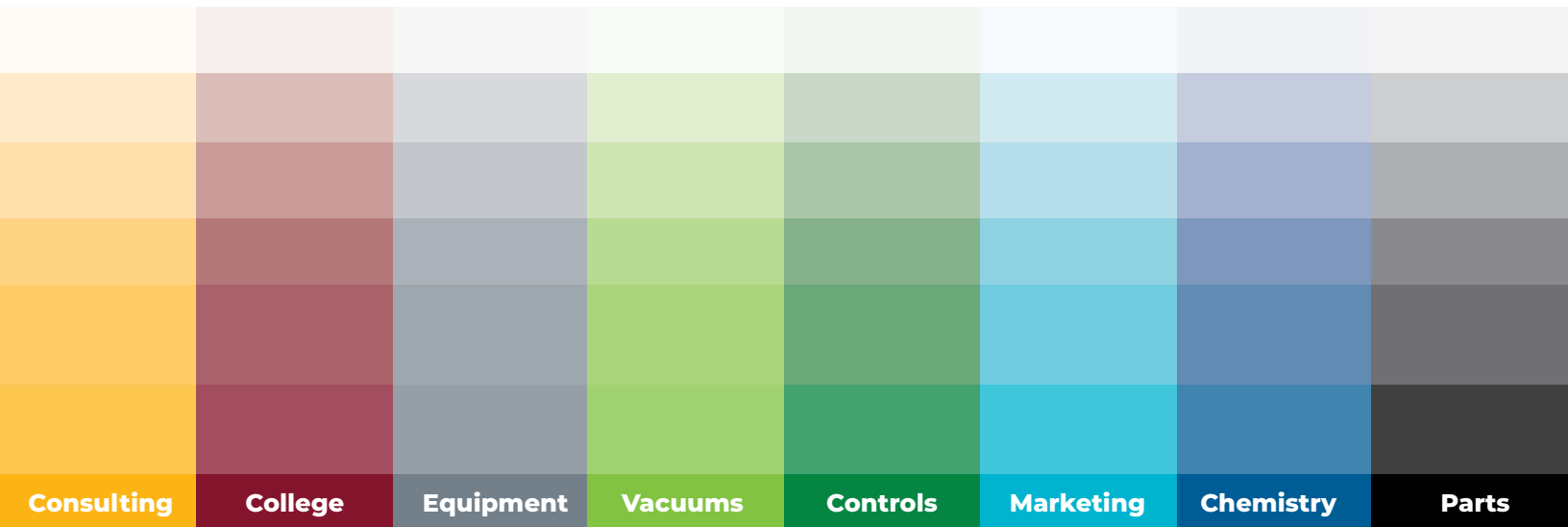
INVEST WITH CONFIDENCE

Expert guidance to help you go from breaking ground to ground-breaking performance.



Investor Guide

Join and Save



Sonny's **OneWash**[™] Membership

With your **OneWash Choice**[™] membership, you'll have unlimited access to the industry's only complete suite of car wash business solutions with benefits.

Eight Powerful Solutions. All in One Place.



Consulting		INVEST WITH CONFIDENCE		FREE Annual Audit of your Car Wash KPIs. Invitation to Annual 'State of the Industry' Seminar.
College		MASTER YOUR TRADE		FREE Unlimited College Course Registrations.
Equipment		WASH MORE CARS		5% Credit On Equipment Purchases up to \$5000 Annual Credit.
Vacuums		SET IT AND FORGET IT		FREE Annual Turbine Swap or 5% Credit on Vacuum System Purchases up to \$5000 Annual Credit.
Controls		DRIVE BUSINESS FORWARD		FREE Subscription to Incident Tracking and Reporting Suite & 5% Credit on Controls Equipment Purchases up to \$5000 annual Credit.
Marketing		WIN EVERY CUSTOMER		5% Credit on any Mr. Foamer Signage Purchases up to Annual Credit of \$5000.
Chemistry		MAKE CARS SHINE		5% Quarterly Rebate Credit on any Diamond Shine Chemical Purchases.
Parts		KEEP ON WASHING		50% Off Ground Shipping and 25% Off Expedited and LTL Shipping for Online Parts Orders. No Questions Asked Warranty Exchanges.



Services

Car Wash Site Evaluation: pg. 4

Evaluation and written analysis of the market demographics, competition, and necessary site improvements to calculate a property's potential ROI. You will know exactly what you are purchasing, what needs to be repaired, and the costs associated with those repairs in order to make an informed business decision.

"Thank you. Your detailed report helped me to reach a buying decision."

- Dave Baum

Car Wash Equipment Audit: pg. 6

Audit of your equipment, controls, chemistry, application, and water management systems. You'll receive a comprehensive written, unbiased report that prioritizes actions to elevate wash performance and consistency with recommendations for refurbishing or re-equipping your wash to operate at optimum efficiency.

"After our equipment audit, we finally had the answers to our issues. We were able to get the majority of the problems fixed on our own."

- Jonathan Johns



How Much Will My Project Cost?

As former car wash operators ourselves, we understand the unique business challenges that arise from various models, geographies, and competitive environments.

We Use the Latest Technology.

Sonny's Car Wash Consulting combines the most advanced technologies, including CAD/3D site layouts and predictive modeling to determine where best to break ground on your next project.

We Give You Unbiased Answers.

Our deliverables include comprehensive evaluations of your site, car wash equipment, controls, chemistry, applicators, and/or water management systems, prioritizing the actions that will contribute to improved wash consistency and performance.



CAD / 3D Tunnel Layouts

Visualize how your tunnel will appear well before construction begins.



Pro Forma Projections

Evaluate when your business will break even and develop a growth plan.



Pre-Construction Support

Get the information you need to conduct pre-construction meetings and avoid project delays.



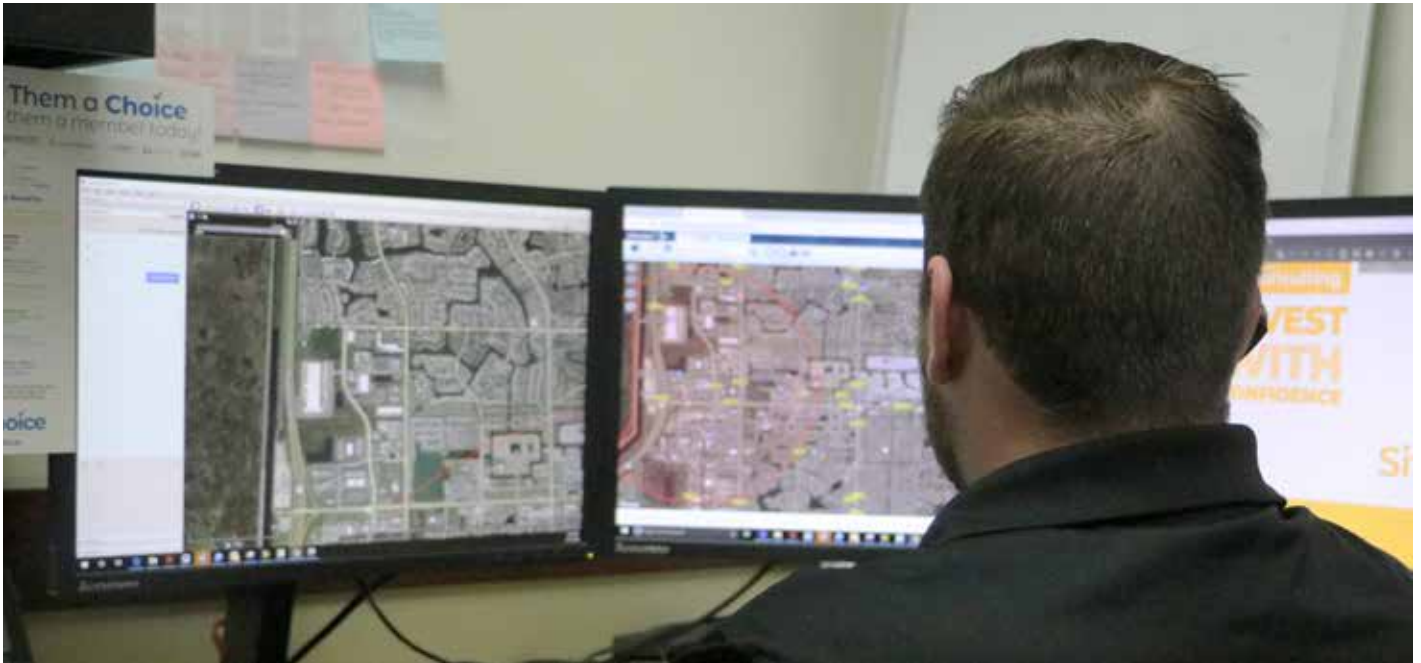
Sonny's Car Wash Site Evaluation

Hands-on Experience: Our team examines the statistically-quantifiable characteristics of your target market, and then studies your area's market conditions and any potential competitors to build a holistic view of the local economic environment, providing you with a concise feasibility analysis. Finally, we look at the physical site itself, including code requirements, zoning, utilities, and more to inform you whether any of the site's characteristics will support your business goals.

Know What You're Purchasing Before You Buy

Sonny's Car Wash Consulting will deliver a thorough survey of your site's potential to perform in the market, complete with a written analysis of market demographic characteristics and local competition. With Sonny's car wash site evaluation services, you'll know exactly what you're purchasing, including how to improve or re-configure a site to achieve your business objectives.

Will This Property Support My Investment Objectives?



Sonny's professional consultants start by assessing the capabilities of your prospective site(s) in the context of your business objectives. We scrutinize the trade area, comparing its population and demographic characteristics to benchmarks derived from successful car wash placements. This analysis can be used to compare multiple sites, predict how a site might perform given your business model, or to help support a pro forma revenue projection as a part of your overall business plan.

We understand the unique business challenges that arise from various models, geographies, and competitive environments, and we're here to help your operation succeed under any circumstances.

Sonny's Car Wash Consulting combines the most advanced technologies and latest practices with years of hands-on experience managing real-world car washes throughout the United States.

When Will My Business Become Profitable?

Sonny's Car Wash Consulting will prepare for you a five-year revenue projection and break-even analysis based on your business model and site-specific market characteristics.

We can help you to determine whether — and when — your business will turn a profit. Our proprietary five-year revenue projection model considers the implications of several key factors in determining your income and operating costs, beginning with your business type, pricing and packaging structure, and operating costs. We also examine other critical success factors that impact your bottom line, including site-specific facets such as local traffic, capture rates, and car counts.

With Sonny's Car Wash Consulting, you'll have the knowledge you need to move forward on your project and invest with confidence.



Diamond Shine®

According to surveys, the **#1 reason** people wash their car is because it **makes them feel good**. Delivering an exceptional experience in the tunnel is a critical element in creating that “feel good” feeling. However, this is only the beginning. The **key to retaining customers** and maintaining a **premium average ticket** requires a noticeable difference in the quality of the vehicle. The **Fusion Process** is the industry’s first **integrated combination of chemistry and equipment** designed to create a long lasting shine that brings customers back again and again.

THE CHEMISTRY



Fusion Bath

Break the bond of the most difficult surface contaminants with this specially-formulated low pH detergent. Applied in a thin sheet of foam that envelops the car and dazzles customers.



Fusion Prime

Lift embedded road grime to prime painted surfaces for total adhesion of the Fusion Seal Paint Sealant. This ultra-low pH detergent is applied in precise streams that penetrate prior foam applications.



Fusion Rinse

Break down and remove foam residue to completely expose painted surfaces to Fusion Seal Paint Sealant. Infused into a waterfall rinse that flushes all grooves, crevices, cowlings, and behind mirrors.

THE EQUIPMENT

Experience
The Fusion™ Powered Car
Wash Tunnel of the Future.





Fusion Seal

Lock out dirt and protect painted surfaces with our patent-pending formula that chemically bonds to the surface. Applied in dramatic overlapping droplets that evenly spread for continuous coverage.



Fusion Wax

Enhance the depth and quality of the shine you deliver your customer with our exclusive poly synthetic wax blended with genuine carnauba. Applied in a cascading sheet of airy foam for complete coating.



Fusion Rain Repel

Repel water and improve all-weather glass visibility with this hydrophobic spray application. Applied to glass surfaces with precision-targeted manifolds.



Use standard Fusion Guard graphics or we will customize to complement your branding



Sonny's Car Wash Equipment Audit

During the service, an expert consultant will evaluate your equipment, analyze the chemistry and chemical applicator, determine wash quality, and provide you with a written, honest report complete with suggestions on how to help you operate efficiently.



We Assess & Report

Know What You're Purchasing Before You Buy

Your car wash equipment represents a substantial portion of the fixed assets at your car wash. Equipment audits are equally important as any building and/or ground inspections that you'll perform prior to purchasing an existing site. Our highly-trained inspectors assess the capabilities of your car wash equipment, ensuring that each component works as expected and delivers consistent, high-quality results.

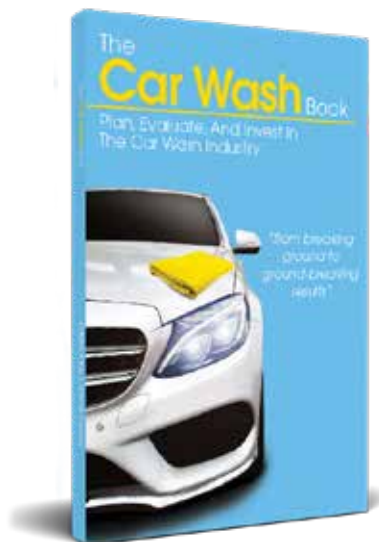


**Equipment Condition
& Capability**

**Tunnel System
Efficiency & Wash
Consistency**

**Chemistry &
Application
Effectiveness**

Looking to Plan, Evaluate, & Invest in The Car Wash Industry?



We wrote the book!

- Can you afford to open a car wash?
- Is car washing profitable?
- Should you build or acquire your business?
- How do you deliver a consistent, quality service?
- How should you structure and market your business?

Order yours at www.thecarwashbook.com



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All in **One** Place.

Consulting

College

Equipment

Vacuums

Controls

Marketing

Chemistry

Parts



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**WASH
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**SET IT
AND
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**DRIVE
BUSINESS
FORWARD**

**WIN
EVERY
CUSTOMER**

**MAKE
CARS
SHINE**

**KEEP
ON
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Call: **800-843-7627**

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