



Sony's CarWash
Parts



Sony's CarWash
Equipment



Sony's CarWash
Consulting



Sony's CarWash
Services



Sony's CarWash
College



Sony's CarWash
Signage



SONNY'S[®]
The CarWash Factory

Make CarWashing Easy



Sony's CarWash
Controls



Sony's CarWash
Marketing



Sony's CarWash
Backroom



Sony's CarWash
Vacuums



Sony's CarWash
Water



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Chemistry



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AUSTRALIA

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New Investor Panel Session

Robert Sacco

MANAGING DIRECTOR
WAVES CARWASH PTY LIMITED.

Car Wash Business Model

**-Which Model is the best
for you?**



Background

- 23 years experience and knowledge drawn from being both a supplier and an operator across the Car Washing Industry, including 10 years on the ACWA Board.

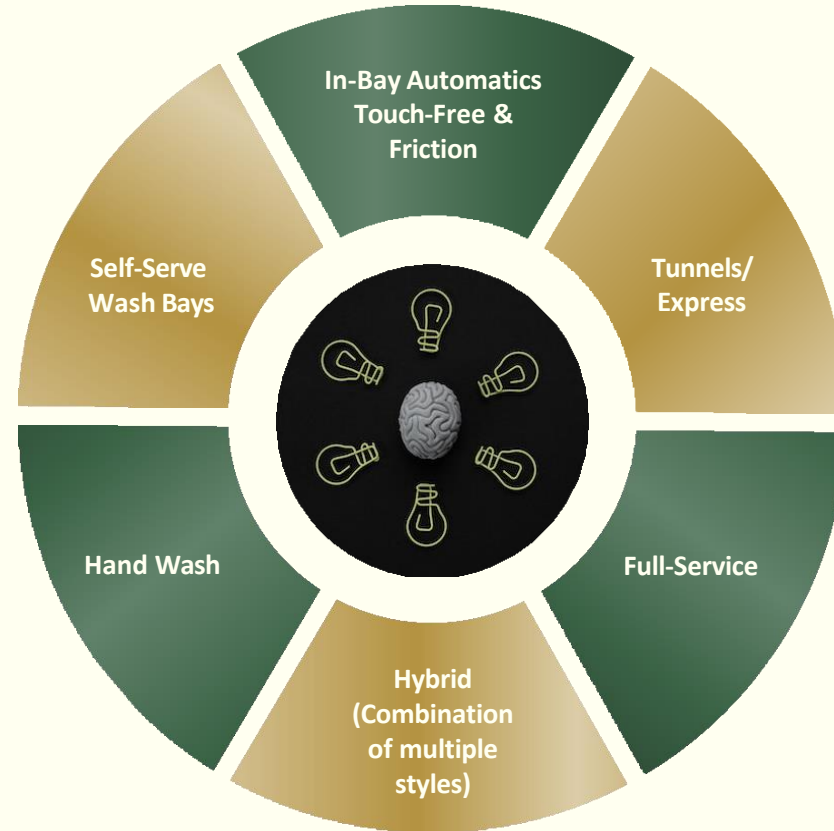


Background

- Currently operating 5 sites across Canberra including:
 - 3 Full-Service Tunnels with Café's
 - 8 IBA's (5 Friction & 3 Touch free)
 - 19 Self-Serve Bays &
 - A team of over 100.

What **Model** best
suits you and what
you should
consider?

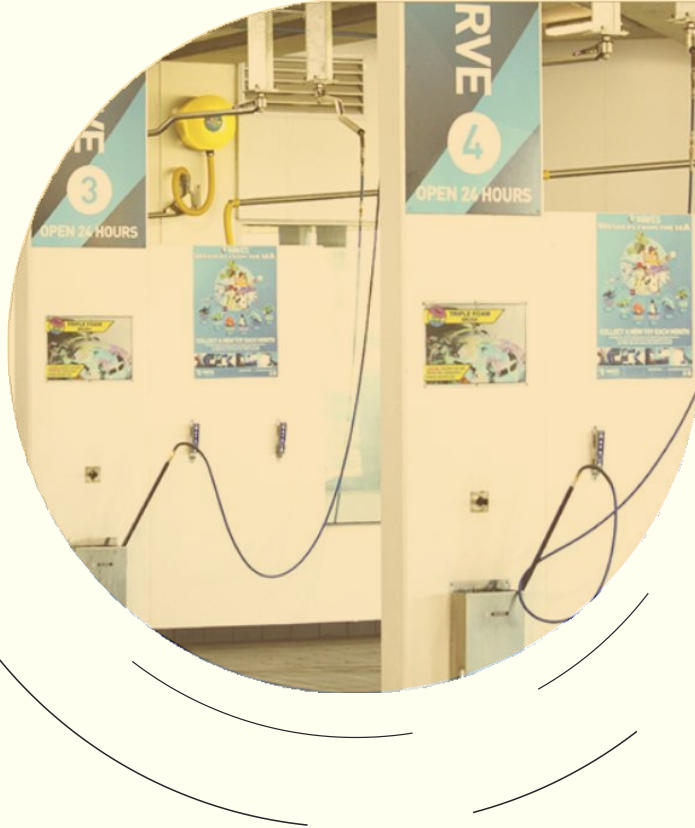
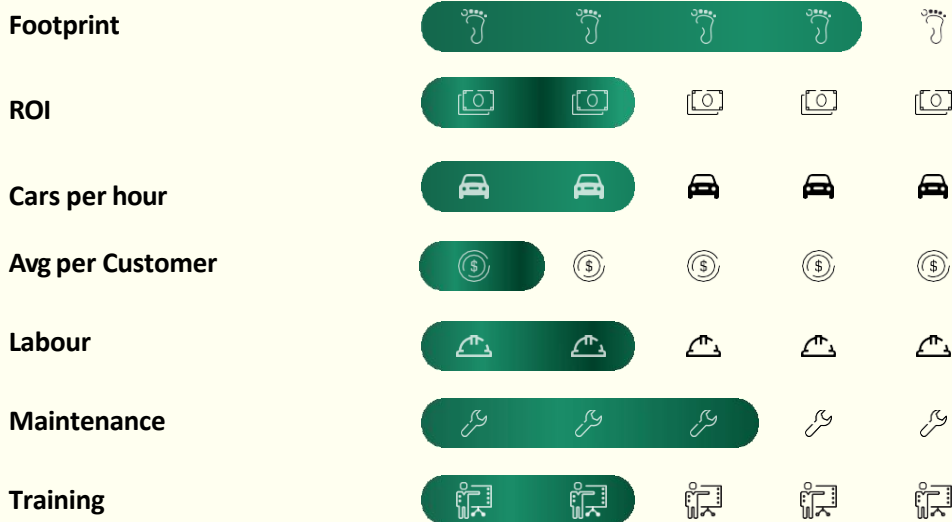
What **Model** best suits you?



Industry Snapshot

✳ IBIS report July 2022 estimates the Australian Carwash turnover as \$577 million per annum and growing. There are 2,256 businesses and the Industry employs 3,470 people.

Self-Serve Bays



Operational

- Familiar to market
- Increased market opportunities for irregular vehicles



Profit

- Steady revenue
- Higher up time

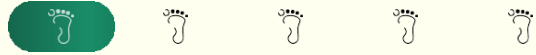


Technology

- Traditionally cash
- Transitioning to credit card and apps

In-Bay Automatics

Footprint



ROI



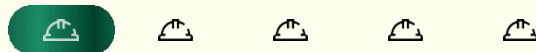
Cars per hour



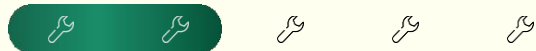
Avg per Customer



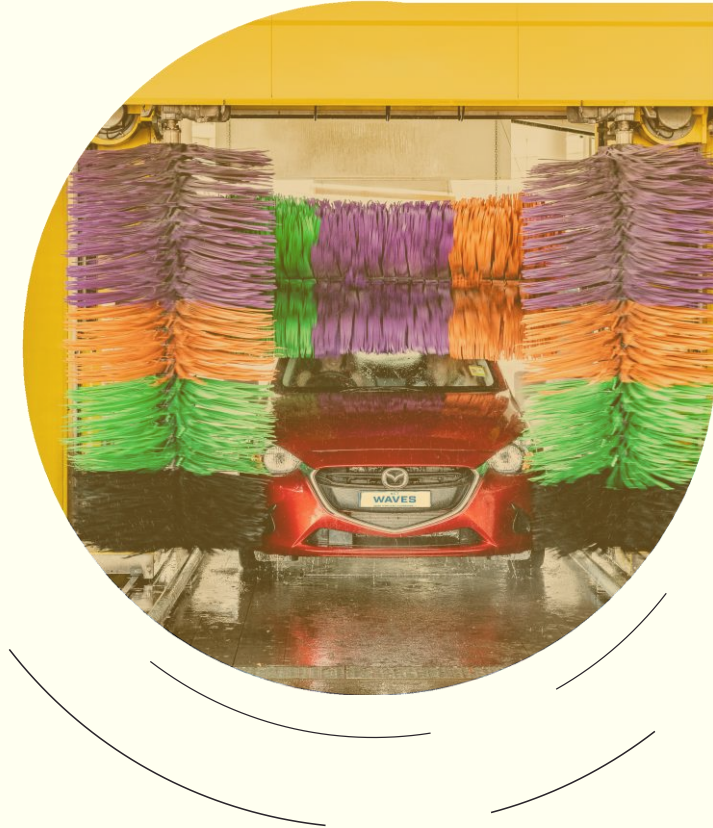
Labour



Maintenance



Training



Operational

- 24/7
- Convenience and Impulse purchases



Profit

- Good return on Investment
- Fixed Overhead costs



Technology

- Flexible Payment types
- Automatic Upselling

Handwash

Footprint



ROI



Cars per hour



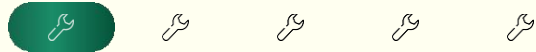
Avg per Customer



Labour



Maintenance



Training



Operational

- Output = Labour
- Reliant on people



Profit

- Minimal equipment Investment
- Opportunities for Premium customer locations



Technology

- POS
- Loyalty System

Tunnels / Express

Footprint



ROI



Cars per hour



Avg per Customer



Labour



Maintenance



Training



Operational

- Consistent Quality
- Less labour intensive



Profit

- Ideal Subscription Model
- Can bring highest returns



Technology

- Wash Club
- Licence Plate Recognition

Full-Service

Footprint



ROI



Cars per hour



Avg per Customer



Labour



Maintenance



Training



Operational

- Reliant on people & equipment
- Continual training



Profit

- High Average Dollar
- High Investment



Technology

- POS with CRM
- Data-Mining

Hybrid

Footprint



ROI



Cars per hour



Avg per Customer



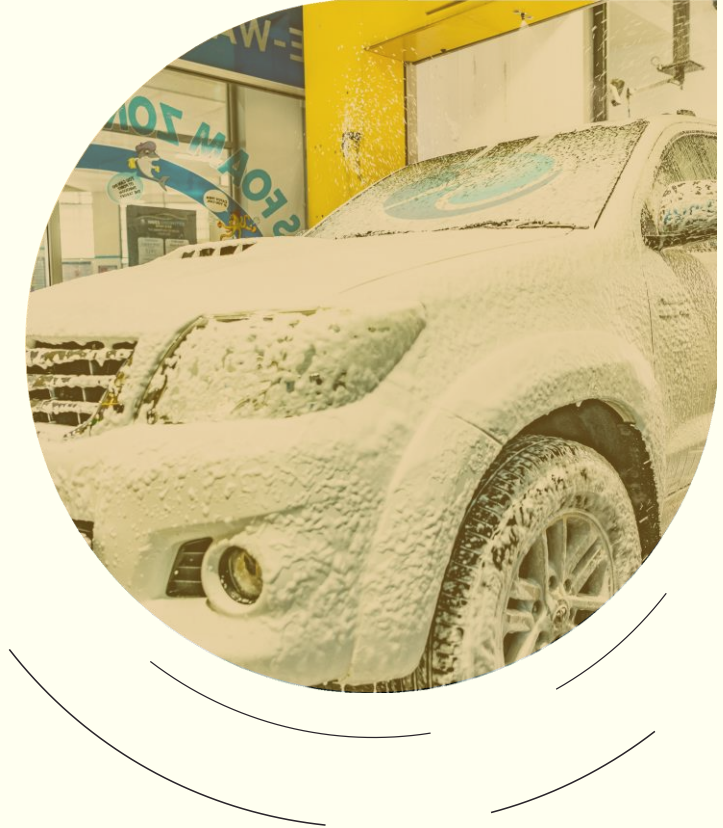
Labour



Maintenance



Training



Operational

- Multiple equipment applications
- Accommodates all customer's types



Profit

- Multiple Revenue Stream
- Highest Capital Investment



Technology

- Reporting across multiple equipment
- Comprehensive Carwash Management System



Car Wash Models based on Geographical Location



Regional:
Self-Serve, IBA,
Handwash & Tunnel



METRO:
Handwash, IBA,
Tunnel & Full-Serve



Suburbia:
Self-Serve, IBA's, Tunnels &
Hybrid



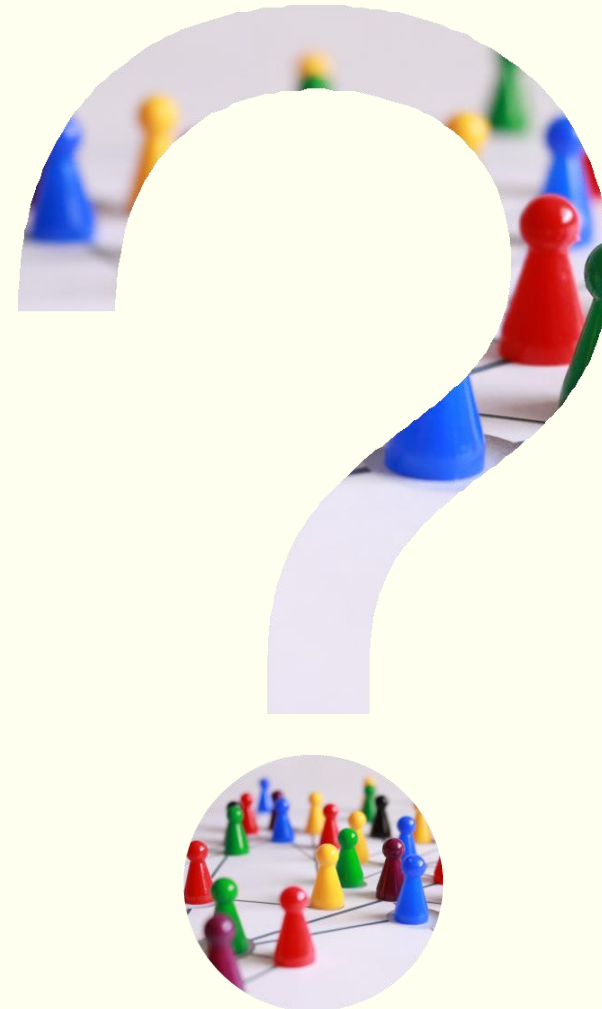
Industrial:
Self-Serve, IBA &
Tunnel, Hybrid



Rural:
Self-Serve & IBA

How much do you want to be involved?

- Passive Investor
- Hands-on Owner-Operator
- Single site or Multi-site
- Operational hours vary based on model
- What's your end goal
- People and training
- Maintenance



Final Thoughts



WAVES
CARWASH



pulse

Advanced Car Wash Management

CARWASHING
DOWN UNDER

In preparation for your new venture, some final thoughts -



Research



Supplier Relationships



Networking & Associations



Model Selection



Marketing



Succession Plan



Business Plan



Mentors



Technology

Car wash industry is a cohesive selection of people who are happy to share experiences and knowledge. Reach out and ask questions.



Australian Car Wash Association

New Investor Panel Session