



International Carwash Association™
Your Partner for Success

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For Immediate Release

THE INTERNATIONAL CARWASH ASSOCIATION BRINGS TOGETHER CAR WASH INDUSTRY LEADERS AT THE 2009 LEADERSHIP SUMMIT

Observations Include an Increase in Consumer Attention to Value, the Evolution of the Distributor Role, and the Importance of the Industry's Image for Growth Opportunities

September 1, 2009 – CHICAGO – The International Carwash Association's™ Leadership Summit, held June 15 – 16 in Chicago, Ill., facilitated a discussion of major trends in the car wash industry among twenty leaders in the supply and operator segments. The goals of the Summit were to facilitate a dynamic exchange of opinions and to provoke innovation with the industry.

The Leadership Summit was held at the International Carwash Association's headquarters offices and was facilitated by David Schmahl of the SmithBucklin Corporation. Three major areas of discussion that were addressed throughout the Summit included car wash consumers, suppliers and opportunities.

Car Wash Consumers

Discussion focused on a perceived increase in attention to value by car wash consumers and greater efforts made in comparison of competitor offerings. Participants also discussed that consumer interest in the environment remained strong and that additional support should be made to increase consumer awareness of the positive environmental attributes of the industry. Discussion also focused on an overall decline in miles driven in the United States and the increase in usage of payment programs that provide flexibility to consumers and revenue consistency to operators.

Suppliers

Participants discussed an increasing pressure on distributors to compete on service rather than price and product alone, along with the need to carry additional lines of equipment and supplies. Concerning manufacturers, participants observed that few supplier consolidations had occurred potentially due to restricted capital and available opportunities. Discussion also focused on the need for manufacturers to emphasize product attributes and service capabilities. Suppliers also discussed the increasing need for better measurement of their marketing investments, specifically their trade show expenditures, and more tightly focused spending.

Opportunities

Summit participants discussed the importance the professional car washing industry's image for growth and the many opportunities that exist with proper environmental messaging. Participants also discussed the need for meaningful data for the benefit of car wash industry suppliers, operators and investors.

A complete report detailing the discussion held during the 2009 Leadership Summit is available in the Industry Information section of www.carwash.org.

Leadership Summit Participants

Bruce Arnett, Jr., Chief Operating Officer
Carnett's Car Washes
Agile Pursuits/Mr. Clean Car Wash

Steve Barram, CEO
Integrated Services, Inc.

Ken Brott, Vice President
DRB Systems, Inc.

Dean Cheramie, Vice President of Sales & Marketing, Ryko Manufacturing Company

Kevin Collette, President
Integrated Cleaning Systems

Mark Curtis, Co-Owner
Splash Car Wash

Paul Fazio, CEO
Sonny's Enterprises, Inc.

William Gorra, President & CEO
Simoniz USA, Inc.

Gary Hirsh, President
New Wave Industries, Ltd.

Murray Kennedy, President & CEO
Mark VII Equipment, Inc.

John Lai, Chief Operating Officer
Mister Car Wash

Frank Lash, Owner
Car-Robics Car Wash

Jeff Maize, Vice President
MacNeil Wash Systems, Ltd.

Jerry Miller, President
Cityview Car Wash & Oil Change
Jerry's Express Car Wash

Julie Moore, Vice President & General Manager, Vehicle Care—Ecolab, Inc.

Henry Richard III, Owner
Energy Logistics Corp, Bethel Park Rapid Wash, L.P., Carwash Technology, L.P., North West Car Wash, L.P.

Laurie Sherman, Co-Owner
Blendco Systems, LLC.

Stephen Wade, President
Oasis Car Wash Systems

International Carwash Association Representatives:

Megan Clark, Director of Operations

Lisa Lyons, President

Bruce Kramer, General Counsel

Eric Wulf, Executive Director & CEO

About the International Carwash Association

The International Carwash Association is a non-profit trade association serving 3,000 businesses in the United States, Canada and overseas. Membership includes car wash operators, equipment manufacturers, distributors, and related suppliers. International Carwash Association members represent approximately 25,000 car wash and car care locations in North America. To learn more about the International Carwash Association, membership benefits or Car Care World Expo™ 2009, visit www.carwash.org.

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