



**INTERNATIONAL
CARWASH
ASSOCIATION®**
GROWING. SMARTER. TOGETHER.

5 Surprising Things You'll Learn in the Consumer Study



1.) VEHICLE AGE

We ask respondents to tell us how old their cars are to give you a clearer picture of what motivates their wash habits.

2.) MOTIVATIONS FOR WASHING

We find out what qualities consumers value in a clean car to help you leverage these insights for differentiation, brand awareness, and better service.

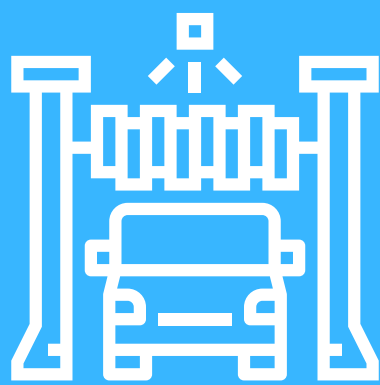
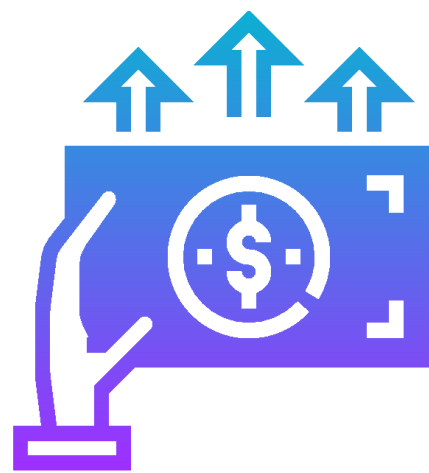


3.) MOST-VALUED BUSINESSES

Which operations do customers connect with most? Where does car washing fall on that list, and how can we learn what customers value by how they answer?

4.) PURCHASING PREFERENCES

Touchless? Loaders? Subscription-based? Cash only? How do customers actually want to pay you?



5.) DESIRED SERVICES

Boosting profits with added-value services? See what add-ons customers want... and which they're willing to pay for.

WANT THE ANSWERS?

Check out the latest U.S. Car Wash Consumer Study for more insights.

www.carwash.org/consumerstudy