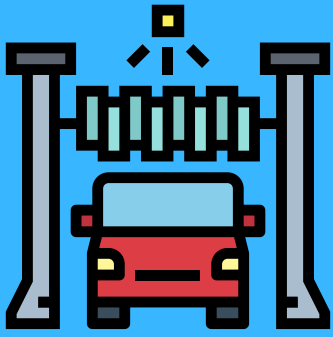




**INTERNATIONAL
CARWASH
ASSOCIATION®**
GROWING. SMARTER. TOGETHER.

Top 5 Factors in Choosing a Wash

HERE'S WHAT REALLY DRIVES CUSTOMERS



1.) CLEANLINESS

The vehicle is clean and all dirt has been removed. This may seem like a gimme, but it's why 91% of customers say they come to you!

2.) PRICE

81% of customers say it's very or extremely important if they get—or feel they get—a good value from your wash.

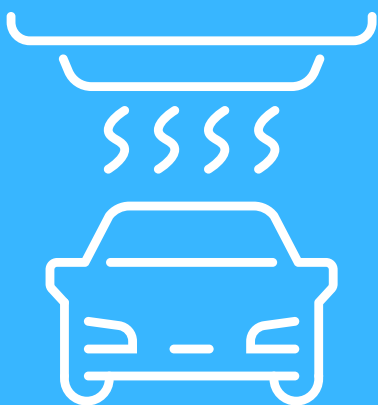


3.) CONVENIENCE

For 78% of customers, it's about ease. The car wash is easy to get to, either from a main road or for them personally.

4.) SHININESS

So glossy. For 75% of customers, the vehicle emerging from the wash shiny and bright is extremely important.



5.) DRYNESS

How are your blowers looking? For 68% of customers, it's very or extremely important that their vehicle is dry, with no water or soap remaining.

HAVE WE GOT YOU THINKING?

Check out the 2019 U.S. Car Wash Consumer Study for more insights.

www.carwash.org/consumerstudy