

Q: What really matters in the car wash business?



A: Your customers' opinion of your car wash!



## It is your customers' opinion of your car wash that w

It will determine whether the customer becomes a regular, the frequency of visits, and the number of friends and neighbors.

Our objective at MacNeil is to help you develop a high quality car wash by addressing your customers' concerns and providing them with answers to

### Q: How well does the wash clean my vehicle?

**A:** MacNeil equipment is designed to provide effective cleaning at the highest of conveyor speeds, with more surface coverage to maximize cleaning while greatly reducing the reliance on inconsistent labor to clean the vehicle.



### Q: Are the materials and equipment safe for my vehicle?

**A:** Our exclusive Envirosoft foam provides a safe, quiet and gentle wash. Envirosoft will not wrap itself around vehicle protrusions, minimizing the potential for incidents. MacNeil equipment is designed to operate with controlled, low cleaning pressures, providing a safe and effective wash.

### Q: Did I get my money's worth from the wash?

**A:** Providing a consistently clean vehicle each and every time will portray a perception of quality and value to your customers. The Envirosoft shine will enhance this perception even further and your customers will be more inclined to purchase profitable extra services from your wash.



## will ultimately determine the success of your business.

cy of their visits, their upgrade wash purchases, and what they tell their

that forms the customer opinions you need to be a success. *How?* By they will approve of!



### **Q: How long does it take to wash my vehicle?**

**A:** By minimizing the amount of manual prep work required for effective cleaning, the overall wash time is greatly reduced. The equipment's ability to clean effectively at faster conveyor speeds allows you to clean more vehicles in a shorter period of time thus reducing line wait times and increasing the likelihood of impulse washes.

### **Q: What visual image does the wash portray?**

**A:** MacNeil equipment, due to its space saving design, will give your wash a clean, open and inviting appearance that is unique from other washes. The quality 3M Pro-Coat finish is easy to clean and will not fade or rust. All motors are mounted in such a way that they are not visible as you proceed through the wash. The result is a clean, well kept and professional image for your wash.



### **The MacNeil Difference:**

Providing your customers with a quiet, safe, gentle and reliable wash will enhance their experience, making it both pleasant and satisfying. At MacNeil we strive to remain on top with the best engineered and best built car wash equipment on the market! See the difference quality makes, and enjoy your MacNeil experience.

# The MacNeil Difference



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