

# PROFESSIONAL CARWASHING

& DETAILING®

New!

**TurtleWax®**  
**TRIPLE SHINE™**

See our ad  
on page 15

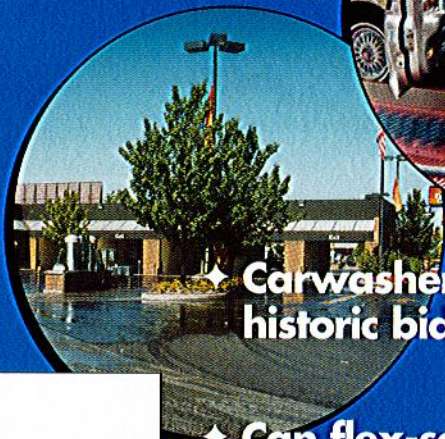
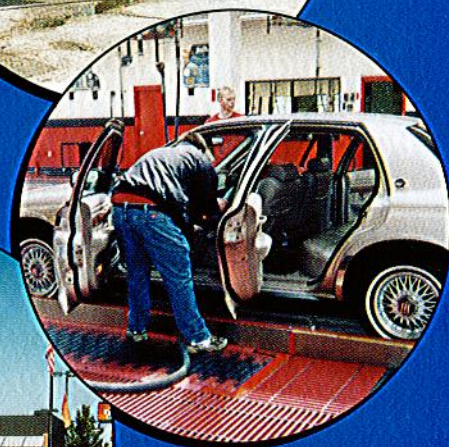
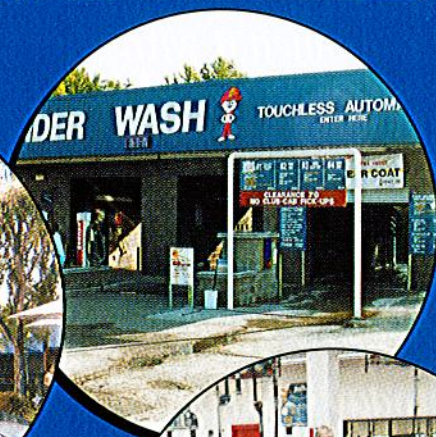
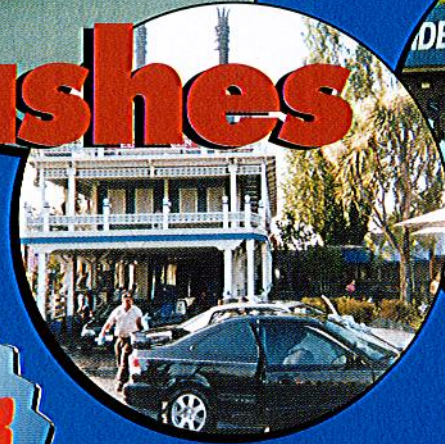
April 2002

[www.carwash.com](http://www.carwash.com)

Secrets of

## America's top carwashes

They're rich, they're successful, and they're giving *PC&D* an unprecedented look into how they took their markets by storm.



See inside front cover

◆ Carwasher makes historic bid for Congress

page 36

◆ Can flex-serve work on your lot? page 44

◆ This year's ICA show preview page 80

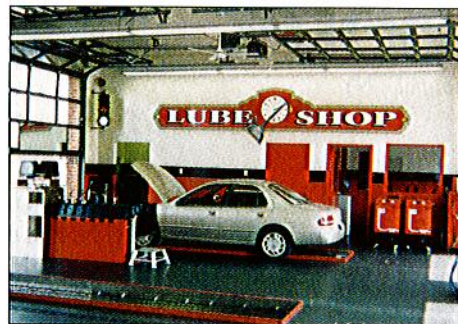
Check out the annual **POWER Inc. Top 50** ◆ page 74

# Cloister Car Wash

Ephrata, Pennsylvania



- 3 carwashes in Ephrata, York and Lancaster.
- 2 lube shops in Ephrata and Lancaster.
- 260 employees (full & part-time).
- 7.5 acres of property.
- 80,000 square feet under roof.
- Production capacity
  - Ephrata 140 c.p.h.
  - York 160 c.p.h.
  - Lancaster 350 c.p.h.



## Some keys to their success ...

- Best use of technological advancements.
- Innovative human resource program.
- Excellent employee and management training programs.
- Extremely attractive seasonally oriented landscaping.
- Impeccably clean.
- Truly a WOW experience.
- Excellent and creative marketing.
- Outstanding implementation.

## What they have:

- Ephrata location purchased in 1984 (single conveyor, 3 self-serve hand bays, plus a truck bay).
- In 1985, truck bay converted to reconditioning center and wash expanded to include interior cleaning.
- In 1992, added a 4-bay self-serve wash in Ephrata (east), Ephrata West wash was remodeled.
- In 1994, added express wax and carpet services.
- In June of 1995, opened the York facility.
- In February of 1997, opened Ephrata lube shop and added a corporate office on Ephrata West site.
- In April 1999, opened the Lancaster facility, the world's largest carwash.
- **Lancaster Facility:**
  - 3.7 acres, 40,000 square feet of buildings
  - 4-million BTU drying room
  - Carwash capacity 350 c.p.h.
  - Lube capacity 200 cars per day.
- Built for speed — takes 12 minutes start to finish.
- Dual exterior wash plus three conveyors in the interior cleaning building.
- Almost a 1/4 mile of conveyors at this location.
- Management team includes: general manager, advertising/marketing manager, corporate trainer, and site managers and assistant site managers at each location.



(Continued on next page)