



www.canadiancarwash.ca

# CANADIAN CARWASH ASSOCIATION



OCTOBER 2011

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JJ Woodley – RED HILL CAR WASH INC.

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## INDUSTRY FORUM

### SECOND QUARTER WASH VOLUME IMPROVES

When the second quarter of 2011 is compared to previous second quarters since the Wash Volume Report (WVR) started reporting data in 2004, it ranks either first or second depending on how you are counting. The average wash cycles per site were 6,459, compared to 5,982 for 2010, which was a 10.7 per cent gain year-to-year. The only other second quarter to have better results was in 2007, which saw average wash cycles at 6,668.

The second quarter's average cycles per site was down significantly from the previous quarter, which had been 8,801 cycles. This decline from the first quarter to the second is a normal occurrence as the first three months of the year remain the best wash volume months.

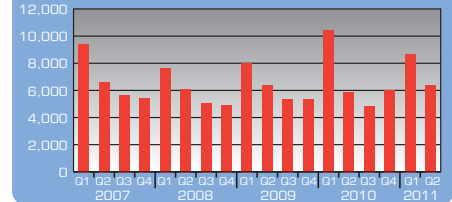
Average revenue per site was the highest ever for a second quarter, at \$49,644. The increase in revenue per site was up 6.4 per cent from the \$46,666 average of the second quarter of 2010. The closest second quarter average revenue was the average revenue for 2009, which was \$46,957.

Average revenue per cycle, the measure of an average wash price, declined 1.5 per cent from the previous quarter in 2010, however, it was up 3.2 per cent from the first quarter of this year. Average revenue per cycle was \$7.69 in the second quarter of 2011, \$7.80 in the second quarter of 2010 and \$7.45 in the first quarter of 2011.

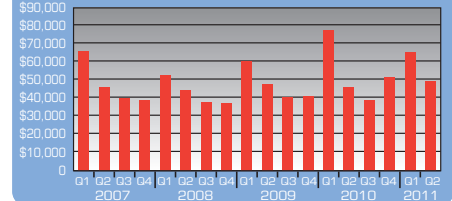
The average price has climbed continuously since the inception of the WVR. After starting out at a low of \$5.95 in the first quarter of 2004, it saw a high of \$8.42 in the last quarter of 2010. The trend is to have prices at their lowest in the first quarter, often dipping below the previous fourth quarter average, but then continuing to climb up to the fourth quarter.

The average revenue per cycle has risen an average of 5.5 per cent each year since the inception of the WVR. At the same time,

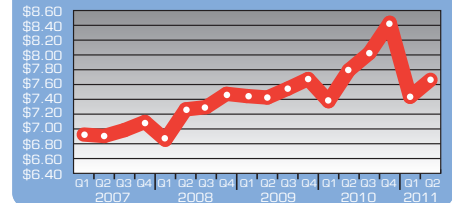
AVERAGE CYCLES PER SITE



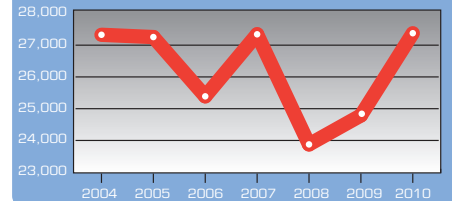
AVERAGE REVENUE PER SITE



AVERAGE REVENUE PER CYCLE



AVERAGE CYCLES PER YEAR



# INDUSTRY FORUM



DEDICATED TO SHARING KNOWLEDGE AND BEST PRACTICES IN THE CARWASH INDUSTRY

## CARWACS CALGARY 2011

For those that missed the Toronto CARWACS show last March, consider attending the two-day Calgary show October 19-20. The CCA is staging four seminars that carwash operators should find interesting:

WEDNESDAY OCTOBER 19TH, 2011

### Dealing with difficult situations

TIME: 9:30 - 11:00 A.M.

Speaker: Gary McDougall

Think you have difficult customers, suppliers and employees? What strategies do you employ? This session will help you react professionally when faced with difficult situations. Whether it's a tough conversation with an employee, customer, colleague or supplier, you will learn how to manage those often uncomfortable interactions. Join Gary McDougall, a former hostage negotiation team leader with the Calgary Police Services, for this hands-on session. Walk away with strategies you can apply in any challenging interaction!

### Interactive Round Table Discussions

TIME: 11:15 A.M. - 12:30 P.M.

Join the CCA for interactive round table discussions on items crucial to your carwash! Topics addressed include insurance, the WaterSavers Program, CCA Wash Volume Report, marketing and finance. Invest your time and discuss these key topics and more with industry insiders.

THURSDAY OCTOBER 20TH, 2011

### More than one way to "Green" your Carwash

TIME: 9:30 - 11:00 A.M.

Learn how greening your carwash can turn into an opportunity to attract and retain new customers and provide cost saving and new marketing initiatives. This session will explore how going green can increase profitability and save you money. Hear from panellists with expertise related to the water use, energy savings, equipment maintenance and marketing.

### The Pro's Know! Ask the Experts

TIME: 11:15 A.M. - 12:30 P.M.

Want to be at the forefront of the carwash industry? Join industry insiders as they discuss the key trends, issues and challenges facing carwash businesses today. Learn where the industry is going and what you can do to keep ahead of the competition.

Visit the CCA website ([www.canadiancarwash.ca](http://www.canadiancarwash.ca)) for more details.

CCA members are admitted to the CARWACS show and seminars at no charge. Contact the national office for passes if you wish to attend.

## GOING GREEN WITH CCA



REEP Green Solutions RAIN Program, Yellow Fish Road and the Canadian Carwash Association partnered up to make it easy for community groups to continue the fun charity carwash tradition in a way that protects the environment. What's the big difference? These eco-friendly charity carwash events happen at commercial carwashes where waste water is filtered on site and then sent to the sewage treatment plant for additional cleaning before it is discharged to the river.

Saturday, August 27th, marked the first Fish-Friendly Carwash Event to be created by this innovative business-charity partnership. From 10am to 1pm community members were able to purchase premium tunnel-style carwashes at a \$2 discount for only \$10 including tax at the Valet Carwash, located in Kitchener, Ontario. There were no limit to the number of pre-paid tickets that could be purchased, but they are only available during the event.

Tickets could be used that day or in the future. The generous donation made by Valet Carwash to the event's charitable partner, the Victoria Park Neighbourhood Association was \$4.43 per wash. Funds raised will be used to buy paint to create a mural depicting a clean, vibrant river flowing through the Victoria Park neighbourhood in downtown Kitchener.

Information booths were set up at the event so that people can learn more about the great work being done by the Victoria Park Neighbourhood Association. Representatives from the Canadian Carwash Association, REEP Green Solutions RAIN Program and the Yellow Fish Road Program were also on site to talk to people about how they can get involved in protecting our water.

### Second Quarter Wash Volume Improves (continued)

however, the average number of cycles per year has not changed dramatically since the start of the program.

In 2004, the average number of cycles per site for the year was 27,327 while last year, 2010, the number was 27,376 cycles per year per site. Carwash operators have adapted by adding new services, products and features. They have also managed to contain costs through environmental efforts to use less water and soaps.

The second quarter results for the WVR are based on 981 carwashes from across the country. The information they report to Kent Marketing Group also includes gas pump volume data. CCA contracts the Kent Marketing to collect the data on a regional basis. Kent Marketing reports to operators the results for the regions they operate in, as well as the national figures. CCA only reports a summary of national figures. Participation in the WVR is free to CCA members.