

CANADIAN CARWASH ASSOCIATION

MARCH 2006

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Association launches market research program

Wash Volume Report – exclusive new benefit for members

By Karen Dalton

THE CANADIAN CARWASH ASSOCIATION (CCA) has launched a new market research program for its members. Starting January 1, 2006 members may participate in the Wash Volume Report (WVR) program developed exclusively for the Association to give reliable data on the carwash market in Canada.

"As a result of interest from members of the carwash industry, the CCA established a task force to develop a program that will give members the ability to benchmark performance to determine if their sales are being influenced by marketing efforts, weather or other economic factors," said David Woodcroft, President of the association.

Members of the task force include Bill Barber, President, Mississauga Kar Kare Centres; Nick Dudley-Smith, Category Manager Car Wash, Petro-Canada; Al MacDonald, Associate Marketing Manager Car Wash, Canadian Tire Corporation; Peter Pazienza, Car Wash Category Manager, Shell Canada; Tanya Vetter, National Car Wash Manager, Imperial Oil Products & Chemicals Division; and David Woodcroft, President, CCA.

Task force members consider this initiative to be one of the most important projects that CCA has endeavored to undertake and is expected to be a timely and valuable member benefit.

The WVR program will provide participants with both national and regional reports on a quarterly basis showing monthly wash volumes by participant (number of wash cycles) and aggregate revenues (by site and by cycle), average revenue per wash, trend information, wash and industry totals, including benchmarking data for car wash sites and companies. The reports will assist participants to determine market share and industry performance by tier (based on number of car wash sites).

Benefits to Members

Wash Volume Reports will allow participating members to compare their carwash operations performance with that of other similar operators both locally and nationally, identify seasonal variations, assess the performance of their business, understand how the overall carwash market is performing and make informed decisions regarding new locations or expansion.

INDUSTRY FORUM

PROMOTING THE RESPONSIBLE GROWTH AND PROSPERITY OF THE CAR WASH INDUSTRY

"As an independent carwash operator, having access to this level of market research will help me plan and budget based on hard data rather than anecdotal information shared among carwash operators," said Bill Barber. "This is a tremendous new member benefit without any cost to me. All I have to do to participate is send an email with my wash volume figures to the research company once a month," added Barber.

Members agree to provide their WVR data monthly on a strictly confidential basis for three years to Kent Marketing Services Limited, selected by CCA as the approved provider of data collection and reporting for the program. Kent Marketing has over 30 years' experience in analyzing Canada's retail fuel industry and provides confidential reporting of this data to Canada's major oil companies, regional refineries and independent marketers and retailers.

According to Richard Doyle, Vice President, Kent Marketing, the company is very pleased to be working with CCA on this project. "We believe it will fill what is currently a void in marketshare data available to the industry," said Doyle.

National and Regional Reports
The reports present the data in four sub-

sets or 'tiers' based upon the number of car wash sites owned by the member company ranging from less than 10 sites to more than 150 sites. There will be detailed reports on 14 regional markets including metropolitan areas such as Montreal, Ottawa/Gatineau, Toronto, Calgary, Edmonton and Vancouver as well as provincial regions.

Participating members will receive a quarterly National Report including aggregate data on their tier and the tiers below, as well as a Regional Market Report for each region in which the member operates along with an annual comparative National and Regional Market Report by quarter and year.

As a participant in the program the member is bound to a confidentiality agreement and agrees not to use the information contained in the WVR for promotional purposes. CCA is solely responsible for the dissemination of aggregate information contained in the reports to any third party.

"To enhance the value of the program in the future, baseline data will be collected and available in the following categories: coin operated and time pay; rollover touchless; friction rollover; conveyor; touchless friction; conveyor; hybrid systems and combination sites," noted Woodcroft.

For more information on this new program contact Denis Grey, Program Manager, CCA at 416-239-0339. •

Wash Volume Reports include quarterly national summaries of monthly market data supplied by participating CCA members.

CC.

CCA participating members use this form to provide data by carwash and type to Kent Marketing each month.

NEW IDENTITY FOR CCA

The Canadian Carwash Association has developed a new distinctive logo and word mark. Starting with this issue we officially launch our new look. Watch for our new identity on our newsletter, marketing materials and correspondence.