



# 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.

