



# CANADIAN CARWASH ASSOCIATION

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WASH 'N' GO CARWASH

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## Insurance program a premium benefit

By Karen Dalton

EVERY BUSINESS OWNER has it, but not everyone is aware of the benefits and advantages that can be offered through customized insurance programs.

For members of the car wash industry in Canada, who join the Canadian Carwash Association (CCA), the Carwash and Gas Bar Operators Insurance Plan is a customized insurance program that can mean substantial savings in premiums for a variety of insurance coverage.

The plan, developed over the last 10 years, has undergone several enhancements and upgrades to reflect the changing market for insurance and needs of car wash operators across Canada. Currently, the program includes:

- General business insurance
- Liability insurance
- Engineering/Boiler and Machinery coverage
- Garage Automobile coverage
- Owned Automobile coverage
- Limited Pollution coverage
- Environmental Impairment coverage

The highlights of the program include exceptionally broad protection arranged through insurers such as Sovereign General. The program offers local independent adjusters who can settle claims personally and professionally.

There is flexibility in the plan to accommodate certain interests and business ventures in conjunction with, or in addition to, the operation of a car wash including gas bars and related convenience stores and restaurants.

Businesses fail due to a variety of reasons some of which may have been avoided with proper insurance coverage. The CCA's recommended and endorsed insurance plan covers business interruption coverage, employee dishonesty and provides proper liability coverage.

## General Business Insurance

Most of us are aware of General Business insurance which covers damage to your property or loss due to crime, both on your leased or owned property and while away from your office.

The CCA's plan includes physical assets (buildings and equipment) covered on a replacement cost basis including buildings, signs, kiosks, canopies and pumps; personal property stored in your office; replacement cost settlement (you don't necessarily have to rebuild at the same site); coverage for theft of tobacco up to \$2,500 with options of \$5,000 and \$10,000; coverage of unlicensed customer's goods, such as boats (\$50,000 is included and this can be increased); blanket By-laws coverage; earthquake, flood and sewer back-up



# INDUSTRY FORUM

PROMOTING THE RESPONSIBLE GROWTH AND PROSPERITY OF THE CAR WASH INDUSTRY

coverage; lock and key coverage; employee tool coverage, goods in transit, and unnamed locations coverage.

The plan also includes coverage at each location for cash losses from change machines, vacuums, credit cards and lottery tickets (\$2,500 is included and this can be increased to \$20,000 or more). Employee dishonesty coverage of \$5,000 is automatically included.

Coverage for new expenses because of a disaster or professional fees that may be required in helping you settle your loss is included. Business profits coverage is included as well, with endorsements that are not available elsewhere. For example a sub-station may be wiped out by a tornado and the supply of heat, water, or power ends. This policy will respond, even though the tornado did not hit the insured premises.

Computer hardware and software losses are covered up to the contents limit and, unlike most policies, computers controlling the car wash are covered. Accounts receivable and valuable papers coverage is also included. Many of the enhancements are not extensions of coverage but additional coverage at no additional charge.

## Liability Insurance

The car wash business by nature involves the daily interaction of customers, employees and car wash owners. Comprehensive General Liability Insurance, often referred to as General Liability, provides third party protection against bodily injury and property damage law suits. It also covers libel and slander, employee benefits liability, tenants legal liability and blanket contractual liability with limits up to \$5 million.

## Engineering/Boiler and Machinery

An important aspect of any car wash business is the reliability of the equipment. The plan covers losses due to surge, breakdown and explosion of boilers and machinery including various objects otherwise excluded and includes the resulting business interruption protection to ensure your business continues.

## Garage Automobile Policy

Whenever your customers' cars are under your care, custody and control accidents can happen. The plan will cover liability limits up to \$5 million as well as \$200,000 limit for collision to customer's cars, \$500,000 of comprehensive legal liability to customers' cars and special endorsements, including coverage for contents of customers' vehicles.

## Owned Automobile Policy

The plan will also cover your own vehicles with limits up to \$5 million and endorsements tailored to suit your needs can be arranged using a wide range of coverage and endorsements.

## Limited Pollution

The most recent addition to the plan is pollution coverage (discharge of effluents from a car wash) for qualified car washes.

## Environmental Impairment

With the increasing concerns for the environment and the risks of spills from underground tanks the plan offers Environmental impairment coverage (for qualifying risks) including third party liability and on site and off site protection for clean up.

## Customized Policy

There are many other CCA program

customizations available to car wash operators according to Bill Kirkwood, Vice President of Erb and Erb Insurance Brokers Ltd who developed the program after meetings with key members of the car wash industry association. The plan also includes discounts for good claims experience, for long term client relationships and for higher deductibles noted Kirkwood. The best news of all—savings on premiums for CCA members of up to 25 per cent. •

### NEW MEMBERS

#### Carwash Operators

Jims Mobile Autowash & Detail Service – Ayr, ON  
Petiole Enterprises Limited – Toronto, ON  
Red Hill Carwash Inc. – Freleton, ON  
Reflections Hand Car Wash Inc. – Toronto, ON  
Super Shine Full Service Carwash – Burlington, ON  
The Mobile Carwash – Bolton, ON

#### Carwash Suppliers

Advantek Wash Systems Inc. – Vineland, ON  
Parkland Industries – Calgary, AB  
Robinson Pump West – Calgary, AB



**WASH VOLUME  
REPORT PROGRAM**

### Reliable data on the Canadian carwash market

The CCA's Wash Volume Report (WVR) program provides the tools to measure carwash performance, understand market dynamics and build business in today's competitive marketplace.

Respected market research firm Kent Marketing Services Limited is the official provider of data collection and reporting services for this program.

For more information contact the Association office.