



www.canadiancarwash.ca

CANADIAN CARWASH ASSOCIATION



JANUARY 2009

President
Vito Cosentino
WASH 'N' GO CARWASH

Secretary-Treasurer
Scott Murray
EZEE CLEAN CARWASH

Vice-President
Carwash Owners/Managers
Richard McKinnon
MIAMI CAR CARE CENTRE INC.

Vice-President
Oil Company Carwashes
Nick Dudley-Smith
PETRO CANADA

Vice-President
Manufacturers/Distributors/Suppliers
Brad Laurier
MACNEIL WASH SYSTEMS LTD.

Past President
Murray Ewing
TRANSCHEM INC.

Executive Director
Karen Dalton

Directors

Saul Barth – GAS-UP CAR WASH
Mike Dietrich – PIONEER PETROLEUMS
Brad Goetz – MONDO PRODUCTS CO. LTD.
Stuart Gunn – COINCARWASH.CA
Al MacDonald – CANADIAN TIRE CORPORATION LTD.
Steve Makins – ECOLAB LTD.
Richard McKinnon – MIAMI CAR CARE CENTRE INC.
Rob Milligan – HUSKY ENERGY
Scott Murray – EZEE CLEAN CARWASH
Steve Newman – SHINY TIME CARWASH INC.
Colin Potts – PELCO PRESSURE EQUIPMENT LIMITED
Nancy Schmutz – TD INDUSTRIES
JJ Woodley – RED HILL CAR WASH

NATIONAL OFFICE

Canadian Carwash Association
4195 Dundas Street, Suite 346
Toronto, ON M8X 1Y4
Tel: 416.239.0339 Fax: 416.239.1076
office@canadiancarwash.ca
www.canadiancarwash.ca

INDUSTRY FORUM

CHANGE IN BY-LAWS: Membership is now valid for one year from date of application

By Karen Dalton

At a Special General Meeting of the Canadian Carwash Association held November 20, 2008, members voted to approve a By-laws amendment changing the membership period from January to December each year to a membership period which is valid for one full year from the date of application and payment. Membership renewals will now fall on the anniversary date effective January 1st, 2009.

CCA President Vito Cosentino explained the rationale for the change. "The basis of this request for the resolution amendment is the need to better align our members' renewal date with their membership start date. This is particularly true for our members who have joined the association as a result of our partnership with Erb and Erb Insurance. New members will now have a membership for one full year from the date they apply and those who take advantage of the 25% insurance premium discounts offered through the CCA program will renew their memberships at the same time as their insurance premium renewal is due," advised Cosentino.

Cosentino also provided an update on the Wash Volume Report program that continues to provide valuable insights into

the marketplace. "In 2009, CCA plans to enhance the program by adding trending data compared to actual weather conditions in each of the 14 regions covered by the WVR program. We will continue to encourage more operator members, big and small, to take advantage of this valuable member service," he added.

He also noted that CCA will once again be participating in and promoting carwash seminars as well as exhibiting in the CARWACS trade shows taking place March 10-11 in Toronto and May 12-13 in Calgary.

NEW DIRECTORS ADDED TO THE BOARD

Cosentino announced that two new carwash operators have joined the CCA Board. New Directors JJ Woodley, owner and operator, of Red Hill Car Wash Inc. in Hamilton, ON and Mike Dietrich, Manager, Carwash Operations and Facilities Maintenance, Pioneer Petroleum based in Burlington, ON attended the November meeting. "We have an enthusiastic Board of Directors and a vibrant association that promotes best management practices from coast to coast," said Cosentino.

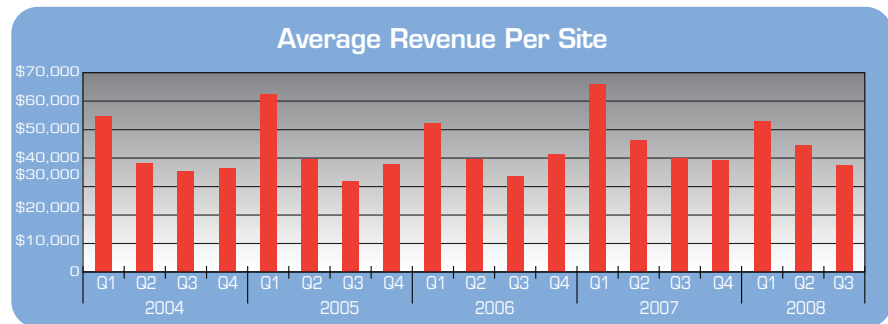
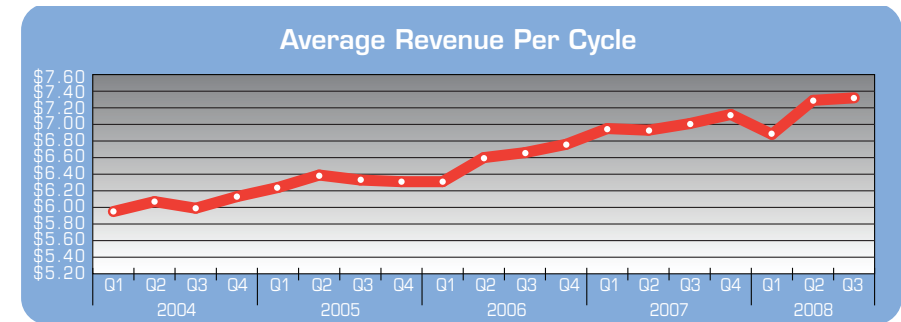
3Q RESULTS

Wash Volume Report

National results for the third quarter of 2008 reveal that 885 carwashes reported wash volumes of 4,542,158 cycles; average quarterly revenues per site of \$37,592 and average revenues per cycle of \$7.32. Average cycles per site dropped 9.3% to 5,132 over last year. Total wash cycles figures represent a 10% decrease in wash cycles from the third quarter of 2007 and 5.8% decrease in average revenues per site, and a decrease of 10% in average carwash cycles per site. The average revenue per cycle did increase 4.45% from third quarter 2007 to 2008. Regional variances for total revenue show that Ontario was down 8.41% while British Columbia, Alberta and the Prairies were up on average 3.51%. Quebec and the Atlantic regions were up 1.87%.

The WVR program provides participants with both national and regional reports on a quarterly basis showing monthly wash volumes by participant (number of wash cycles) and aggregate revenues, average revenue per wash, trend information, wash and industry totals, including benchmarking data for carwash sites and companies. The reports assist participants to determine market share and industry performance. Reports are prepared in 14 regions of the country.

CCA Wash Volume Reports 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. The program is provided at no cost to participating CCA members.

The Canadian Carwash Association's (CCA) market research program for its members provides reliable data, collected and analyzed by Kent Marketing Services Limited, on the carwash industry in Canada. The Wash Volume Report (WVR) program, launched in 2004 and developed exclusively for the CCA, gives members the ability to monitor data to determine if their sales are being influenced by site selection, marketing, weather or other economic factors.

NEW MEMBERS

- SPARKLE CAR & TRUCK WASH, DRAYTON VALLEY, AB
- DRAYTON'S PRIDE CAR & TRUCK WASH,
DRAYTON VALLEY, AB
- THE AUTO GROOM, TORONTO, ON
- SUPER CLEAN AUTO DETAILING, HAMILTON, ON
- OLDS GAS WASH, OLDS, AB
- MATT'S CAR WASH LTD., ESTEVAN, SK
- AUTO SPA 2008, LONDON, ON
- SPEE-DEE AUTO WASH, WINDSOR, ON
- TIMMINS CAR CARE, TIMMINS, ON