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CANADIAN CARWASH ASSOCIATION



MAY 2010

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NATIONAL OFFICE

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

INDUSTRY FORUM

4TH QUARTER 2009 WASH VOLUME REPORT

The last quarter of 2009 saw an increase in the average number of cycles per site to 5,378, as compared to 4,947 cycles in the fourth quarter of 2008; an increase of 8.7%. The number of cycles for the fourth quarter of 2009 stayed approximately the same as the third quarter of 2009.

The increase in the last quarter of 2009 reverses a trend that has seen reductions in average cycle numbers in the last quarters of 2008 from 2007, and 2007 from 2006. On an annual basis, 2009 saw an average of 25,269 cycles per site, as compared to 23,875 in 2008; an increase of 5.8%.

In terms of revenue the last quarter of 2009 saw an average of \$41,407 earned per site, as compared to the fourth quarter of 2008, which only saw average revenue per site at \$37,128.

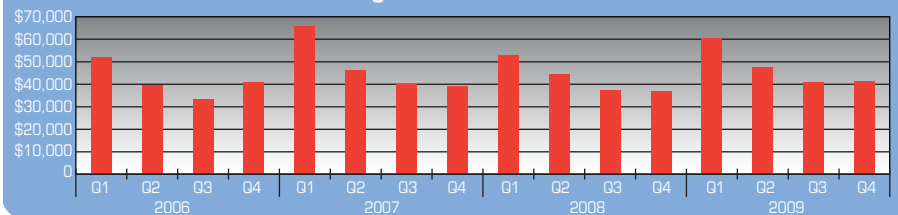
When comparing year-to-year totals, 2009 saw an increase of 10.6%, valued at approximately \$190,400 per site in revenue,

as compared to 2008 which had an annual per site revenue of approximately \$170,100. The 2008 total average had been down 10.0% as compared to 2007 average per site revenue of approximately \$191,200, meaning that average revenue per site has returned to 2007 levels and then some.

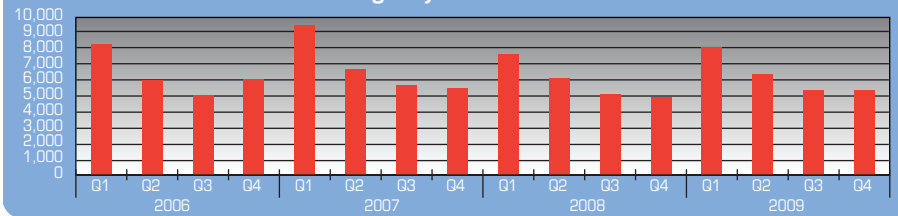
The quarter-to-quarter growth from 2008 to 2009, in terms of average revenue per cycle, was 2.6%, as the cycle price went from \$7.50 to \$7.70. When comparing the average for each of the quarters in 2008 against 2009, the increase was 4.1%, as the average annual per cycle price grew from \$7.25 in 2008 to \$7.55.

There were 874 carwash sites reporting figures for the fourth quarter of 2009 from across the country to derive these averages. If you are a member of CCA and wish to receive regional data, contact the CCA office at office@canadiancarwash.ca to sign up for participation in the WVR research.

Average Revenue Per Site



Average Cycles Per Site



INDUSTRY FORUM

DEDICATED TO SHARING KNOWLEDGE AND BEST PRACTICES IN THE CARWASH INDUSTRY

GOING GREEN MEANS GOING TO A PROFESSIONAL CARWASH

In a report dated February 2010, titled *Stormwater Education Program*, Janelle Andrews, Program Coordinator for the Durham Sustain Ability (DSA), outlined the group's educational efforts around water usage in a campaign undertaken in Uxbridge, Ontario. Working with the CCA's long time member, Canadian Tire, part of the program was to hand out 100 carwash coupons during an educational event in mid-December 2009.

Andrews stated in the report, "Eight of the coupons were redeemed that day, saving 3,520 liters of water and aggressive soaps that could have been used if these cars were washed at home." The report goes on to say that, "As of January 27, 2010, 72 coupons had been redeemed saving 31,680 liters of water and soaps that have been diverted from the storm water drain." These numbers do assume, of course, that every user of the coupons did not use professional carwashes before, and are thus for illustration purposes as opposed to a statement of fact.

The report was commenting on activities by DSA, working with the RiverSides and Green Communities Canada. In collaboration with Canadian Tire, the group handed out the donated carwash coupons and RiverSides' The Five Things Framework brochure (for more information, visit our site at www.canadiancarwash.ca/education). To access the public, a booth was setup in the Canadian Tire store in Uxbridge.

In discussions with CCA staff, Andrews pointed out that the public is unaware of

how much regulatory scrutiny carwashes come under due to their use of water. As an example, water used by professional carwashes must be managed to ensure safe storage of any harmful chemicals, such as retention in reservoirs for filtering, pumping out, reprocessing and recycling of water wherever possible. As the DSA report stated, "The practice of washing your car at home uses 440 liters of water, if you use the hose. Also, there are many harmful soaps with high phosphates that eventually get into our lakes and rivers and cause environmental damage."



A definite don't! Picture used with permission from the Lake Watcom Management Program. A link to their site and the story around this photo is provided on the CCA website education page.

When an individual washes a car in their driveway, the runoff goes down the sewers carrying all the harmful chemicals. Andrews told the CCA that, "Consumers need some sort of incentive when it comes to changing their habits."

Municipalities are starting to realize what is involved and putting into place bylaws prohibiting driveway carwashing for these reasons. The City of Toronto, for example, already has such bylaws on their books, though not stringently enforced yet. Other jurisdictions, such as Calgary, do as well. The City of Winnipeg recently announced that changes to its sewer bylaw (7070/97) are in the works and will be modeled after the Toronto bylaw.

The carwash industry clearly has work to do to educate the public with regards to value of professional carwashes and their responsible use of water, versus driveway carwashing. The education committee of the CCA is

developing plans to do just that, and hopes to forge stronger ties with groups, such as DSA and Riversides, that share our concern for water conservation.

Operators wanting to develop marketing or educational programs around water conservation and professional carwashes as the better alternative should contact the CCA office for assistance. Visit the CCA website, and click on the Education tab for further information and resources.

CARWACS 2010 ACTIVITIES

The annual trade show for the carwash industry was held in Toronto on March 3rd and 4th. During the show the CCA staged three seminars:

- *Get On Your Game -- Interactive discussion with the Experts*
- *Seeing Green - What Does That Mean?*
- *Marketing for Success -- Making the Right Connections*

If you are going to be in the Calgary area from the 14th to the 15th of April, similar seminars will be conducted by the CCA at the Calgary Carwacs show to be held at The BMO Centre at Stampede Park. If you are a CCA member, attendance is free, just contact the office for your pass code to register online.

The PowerPoint presentations are available to members through the educational tab of the www.canadiancarwash.ca website from the Toronto sessions. Additional information on the show is also available online.

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