



Building a More
Profitable Car Wash

LUXURY AUTOMOBILE DEALER RICH WILLIS

*FORTY YEARS OF RECOGNIZING CUSTOMER
ALLEGIANCE FROM A CLEAN VEHICLE*

Rich Willis
President, Willis Auto Campus

Location: Des Moines, IA

Segment: Auto Dealer

Ryko Solutions, Inc. customer since: 1996

Website: www.willisautocampus.com



THE WILLIS AUTO CAMPUS STORY

Rich Willis, who was born and raised in the auto business, learned the value of customer service at a young age. When he was just eight years old, he started washing cars at his father's Chevrolet dealership in Smyrna, Delaware and later, as a student at Iowa's Simpson College, Willis carried on that first-class customer service when he landed a job hand-washing cars at Betts Cadillac. Today he is president of the dealership – now called Willis Auto Campus – which has two locations in Des Moines representing Lexus, Land Rover, Infiniti, Jaguar, Volvo, and Cadillac vehicles. To please this high-end clientele, Willis relies heavily on Ryko car wash systems to keep the vehicles on the lot looking sparkling clean, as well as putting a finishing touch on each customer's car after it has been serviced.

THE CHALLENGE: CUSTOMER SATISFACTION

Consumer demand and customer expectations have certainly changed over the last 15 years. Willis can attest to that. In addition to being shuttled to and from work or home or given a loaner car of equal quality to their current one, customers most definitely want their cars looking like new after they have been serviced. Willis Auto Campus adds a personal touch to its Ryko car wash – with team of employees vacuuming and detailing each customer's vehicle, including cleaning the inside windows and toweling down the instruments panel.

"Our customers expect this level of service," Willis says of the superior courtesy washes. "This is all part of the repeat ownership experience. We set this standard when we moved to our new facilities in 1996, and now the competition is trying to match us."

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THE RYKO ADVANTAGE

Willis is part of an industry where luxury car sales are still on the rise even in the current economy. But as he's learned and perfected, high profit margins don't stop once a car is sold and leaves the lot. And as the luxury car market continues to grow, keeping repeat customers will be key for dealerships to be successful.



Installed in 1996, Willis' Ryko car wash cleans between 130 and 150 luxury vehicles a day. "Since we sell and service luxury cars, we needed a car wash that removes the dirt from the automobile without damaging the paint," Willis says. "In the early days, most car washes that had any type of a brush were very much shied away from by luxury car owners because they thought they would damage the paint. But Ryko developed a car wash that doesn't do that. It protects the paint and increases the luster of the vehicle's finish"

The Willis Auto Campus' Ryko car wash also includes a Prep Station, High Volume Side Blaster, Rocker Panel Washer, Dual Shaker Curtains, Wax Arch, Spot Free Rinse, and an Arch ThrustPro Dryer.



At Willis' other location, Mini of Des Moines, customers can choose a Ryko car wash that includes a Rocker Panel Washer, Top Washer, Wax/Spot Free Arch, and a SlimLine Dryer.

RYKO ROI

- Repeat customers
- Customer satisfaction
- Profit enhancer
- Luxurious shine
- Vehicle protection

FOR MORE INFORMATION

To learn more about how Ryko Solutions, Inc. can help you build a more profitable car wash, call (515) 986-3700, visit www.ryko.com or e-mail sales@ryko.com.

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— Rich Willis
President, Willis Auto Campus

ABOUT RYKO

Ryko Solutions, Inc. creates extraordinary profitability in car wash operations for gas/convenience stores, private investors, land developers and auto dealers by providing an integrated, end-to-end clean vehicle system of equipment, chemicals, national service and consumer marketing.

Founded in 1973, the business has grown steadily to where it is today the largest manufacturer of rollover vehicle wash systems in the nation, and its product lines include touch and touchless rollovers, drive-throughs, conveyors, vacuums, dryers, self-service systems, and a wide range of accessories.

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