

# FACTS & Friction

Current News and Views from AUTEC Car Wash Systems

## THE TACTICS/ACTION FOR TOUGH TIMES... Think In Terms Of The ABC's For Today's Success



*Success happens to those who make it happen. It is time for all of us to be one of those who drives the vehicle that makes it happen!*

We are all going through tough times and have been for some time. Think in terms of the ABC's.

- **'A' is for 'Attitude':** Check your attitude every day. You choose how you are going to react. If you think you can or you think you can't, you are probably right.
- **'B' is for 'Basics':** In tough times, get back to basics. Now is the right time to ask "Why would anyone want to do business with me?" What do you think when you hear Mercedes-Benz? Quality, Reliability. What do you think when you hear Disney? Fun, Customer Service. What do you think when you hear your company's name?
- **'C' is for 'Costs':** Now is the time to review all costs. Phone bills, electric bills...review all costs. What can you do without? During tough times it is not smart to lower pricing. Add value but keep your price. Train all of your people to treat customers like customers. Happy customers still send referrals.
- **'D' is for 'Diversity':** Right now, AUTEC is embarking on a new program with energy efficient light-

ing, saving as much as 65% for our customers in their lighting bills. This is what makes the difference in making a success or failure.

- **'E' is for 'Engage':** Engage with everyone. Network. Talk to other people in the market. We have a strong profit program to offer the market. Tell people what you do and what you can do for them.
- **'F' is for 'Focus':** Don't confuse activity with accomplishment. How are you going to make it happen? Get off your rear end and make it happen. The future is in your hands so get out and make it happen!

Success happens to those who make it happen. The easiest path is to lay down but the reality is that successful people continually make things happen. It is time for all of us to be one of those who drives the vehicle that makes it happen!

As all of you know who know me, I have never invented a word, nor any of this. It is all borrowed from someone much smarter than I. But the message is relevant to all of us today.

### WHAT'S INSIDE THIS ISSUE:

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## Message From AUTEC's President



### 2010 is C-O-M-I-N-G!

All of a sudden, here we are in November and December is shortly coming! Before we all know it, 2010 will be upon us. I wanted to take a few minutes of your time to reinforce something we all know but often forget:

**YOUR BEST NEW PROSPECTS ARE YOUR PRESENT CUSTOMERS!**

Think about it:

- They know you
- They like you
- You have established rapport
- Confidence and trust have been built
- You have a history of delivery and satisfaction
- They respect you
- They use and like AUTEC and our service
- They will return your call
- They will be more receptive to your presentation and new product offering
- They have credit and have paid in the past

Hopefully, every one of your customers fit in this category and will allow you and us to be more successful in 2010 than in 2009.

Good luck and good selling,

Tom Hobby  
AUTEC President

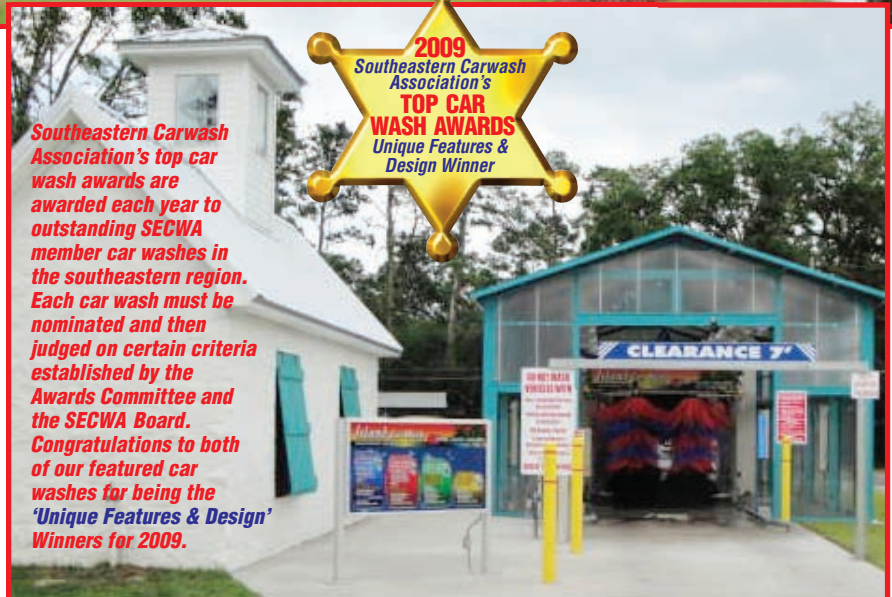
Another Satisfied AUTEC Customer...

# ISLAND CAR WASH & V

## Two Louisiana Car Wash Facilities Proudly



Island Car Wash  
Port Vincent, Louisiana



**2009 Southeastern Carwash Association's TOP CAR WASH AWARDS Unique Features & Design Winner**

*Southeastern Carwash Association's top car wash awards are awarded each year to outstanding SECWA member car washes in the southeastern region. Each car wash must be nominated and then judged on certain criteria established by the Awards Committee and the SECWA Board. Congratulations to both of our featured car washes for being the 'Unique Features & Design' Winners for 2009.*

Island Car Wash in Port Vincent, LA offers Louisiana motorists a taste of the tropics along with featuring AUTEC's EV-1 state-of-the-art car wash system.

Port Vincent, located on the banks of the Amite River in lower Livingston Parish, is home to one of the most unique and innovative car wash facilities in Louisiana. ISLAND CAR WASH by Bozeman Distributors adds a tropical allure to its river front location with its distinctive turquoise-colored housing which features the state-of-the-art AUTEC EV-1 car wash system.

Owners Willie Matherne and Blaine Smiley chose the impressive AUTEC Evolution system because of

its durable stainless steel construction along with its countless profit-making capabilities including multiple levels of friction, high pressure or a combination of both washes. Added menu options such as Triple Foam and Bug Buster are sure to rid vehicles of those massive Louisiana river bugs and the vehicle protectant product will keep them off until the next wash.

Stop by ISLAND CAR WASH and be rewarded with the ultimate in clean car experiences.

# WILD BILL'S CAR WASH

## Showcasing AUTEC's EV-1 Wash Systems



Wild Bill's Car Wash  
Roseland, Louisiana



Wild Bill's Car Wash in Roseland, LA is yet another Louisiana car wash facility showcasing AUTEC's EV-1 Car Wash System...washing a documented 30-plus vehicles per hour.

Tangipahoa Parish now lays claim to housing the most modern, state-of-the-art car wash facility in Roseland, Louisiana offering the 'WILDEST' clean in the entire state! WILD BILL'S CAR WASH by Bozeman Distributors features the eye-catching AUTEC design glass structure and showcases AUTEC's EV-1 Evolution car wash system. This impressive system washes a documented 30-plus cars per hour.

WILD BILL'S CAR WASH owner Billy Easley chose AUTEC above the com-

petition because of their reputation for reliable high-quality systems offering boundless profit-making possibilities. He further believed that AUTEC would provide him with everything necessary to be successful in the car wash business. That has certainly proven to be true as he continues to wash impressive numbers of Roseland vehicles daily...offering discerning Louisiana motorists the cleanest clean that WILD BILL'S CAR WASH and AUTEC can offer!

## Two New Authorized AUTEC Distributors Announced

AUTEC is proud to announce two new authorized distributors, Car Wash Concepts, Inc. and Car Wash Services & Equipment LLC.

Car Wash Concepts, Inc., a 40 year old car wash equipment distributor serving the southeastern US is now an authorized AUTEC distributor in eastern NC and SC.

Since 1969, Car Wash Concepts has continued to develop successful car wash sites for all types of customers – oil companies, auto dealerships, and investors. They distribute innovative high performance car washing equipment, chemicals, service, and supplies for all of your car wash needs.

AUTEC has added Car Wash Services & Equipment LLC as a distributor in Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island and eastern New York.

Located in Seabrook, N.H., Car Wash Services & Equipment was founded in 1991. Its president, Frank DiTommaso, has represented the carwash industry in New England for more than 37 years. In his car-washing career, DiTommaso has owned and operated in-bay automatics, full-service tunnels, and self-serve carwashes.

"His applied experience with site and equipment selection, installation and service affords his customers access to expertise that is unsurpassed in the industry," AUTEC president Tom Hobby stated.

Car Wash Services & Equipment currently services more than 300 customers in the New England marketplace, including major oil companies, full-service retailers, convenience-store chains and independent operators.

The company operates a 10,000-square-foot warehouse stocked with parts, chemicals, equipment and supplies. A fleet of trained technicians and stocked service vans also is equipped to provide service seven days a week, the release said.

AUTEC looks forward to long and prosperous relationships with both of these new authorized distributors.

## Marty Hodgins, V.P. Of Sales For The Advanced Group Dies

Martin "Marty" Hodgins, vice president of sales for The Advanced Group Inc., died Sunday, June 28 from heart failure at his home in Douglasville, Ga. He was 51.

Marty began his carwash industry career more than 29 years ago building and installing Townco Carwash Equipment. He switched to full-time sales in 1981 and joined The Advanced Group in 1992 when it was called Advanced Car Wash and Security Systems Inc. The company is a distributor of AUTEC carwash equipment.

Known for his customer service, Marty rose quickly through the sales ranks, eventually becoming vice president of sales for the company's Georgia and Alabama offices.

"We receive calls reinforcing the fact that Marty never had customers or competitors, just friends," said Bill Towhey, Advanced Car Wash Systems sales associate.

He is survived by his wife of 32 years, Cindy Hodgins, son Brandon, mother Audie, sister Becky Yarbrough, and two grandchildren.

### AUTEC On Facebook



We encourage our customers to interact with our AUTEC Facebook Page and show their support as "fans". The more fans that interact with our page, the more opportunities our business has to generate interesting social stories that can spread virally through Facebook. A Facebook Page thus provides powerful ways to generate awareness, connect with your customers, and build relationships with your fan base on Facebook.

Simply go to [www.facebook.com](http://www.facebook.com), search for 'autec' and befriend us today!

## AUTEC CONGRATULATES MCC's Top 50 Car Washes In the USA For 2009

AUTEC is pleased to acknowledge the following five car wash facilities for inclusion in Modern Car Care Magazine's annual list of 'Top 50 Car Washes In the USA' for 2009. We congratulate you for this worthy achievement and appreciate your loyalty and patronage. We are also honored to have played a small part in your success.

Tony Jones, Editor of MCC Magazine stated, "In a difficult economy,

when consumers scrutinize their discretionary spending more closely than normal, your ability to connect with customers on more than just a service-based level can make a big difference to your bottom line. Many of those included in this year's Top 50 carwashes list make concerted efforts to be visible within their communities and then turn positive customer perceptions into reality once customers drive onto their lots."

- **Jack Flash**, Charleston, SC
- **Terrible Herbst**, Las Vegas, NV
- **Little Duke's (Coborn's Inc.)**, St. Cloud, MN
- **Freedom Car Wash**, Virginia Beach, VA
- **Rob's Car Wash & Detailing Team**, Fredericksburg, VA

## NEW PRODUCT... AUTEC's New Induction Lighting Saves Up To 65% Of Energy Usage Versus Comparable Metal Halide Lighting!

AUTEC is pleased to offer and showcase its new cost effective and eco-friendly lighting by Environmental Lighting Systems, Inc., distributor of AmkoSOLARA Induction Lighting and Controls. They are the leader in design and manufacturing of high performance Induction lighting for specialized environments. The company was founded on the concept of delivering the highest quality and the most sustainable lighting solutions on the market.

### Longest Service Life

- Up to 100,000 hours with 70% maintenance at 60,000 hours
- Lamps and Ballasts are tested using an advanced aging process
- Patented Photo-Catalyst Coating for self cleaning fixtures

### Highest Induction Light Quality

- Patented Nano-Flex Technology diffuses light for reduced glare
- ISO 9000 certified company, highest manufacturing and quality standards
- Vertically Integrated allows for a Direct Manufacturer Warranty

### Eclipse Total Control

- Real-Time Control System
- Dynamically set lighting scenes, dimming and multi-zone lighting status

### Lowest Total Cost of Ownership

- Long lifespan, no maintenance and energy savings result in payback in as few as 2 years

### Healthy for you and the Environment!

- Solid state Mercury amalgam, easily recyclable
- LED lamps/circuits are not landfill material and they are expensive to dispose of

