



Better Experience & Better Results with WashTec - WashTec at automechanika in Frankfurt - September 16th to 20th 2014, F12.0 Stand A23

WashTec will launch Car Wash 2.0 at automechanika 2014 in Frankfurt. Strictly focussed on "Experience & Results" seen through the eyes of the enduser, the world's leading supplier of car wash solutions is presenting nothing less than a small revolution on his booth with an area of more than 1200 m2



WashTec is offering a new, comprehensive concept for user-interaction with the car wash system. Key elements are the applications iWash and Wash&Pay. In addition WashTec Plus offers a set of enhanced management utilities for the carwash operator.

"Just presenting technical innovations at automechanika wasn't enough for us. As pioneers and market leaders, we would obviously offer our customers the best car wash systems with state of the

art technology. However, in Frankfurt, we want to go beyond technical features and present carwash as an emotional experience for the end user. We are offering a radical new approach of man-machine interaction creating substantial benefit for both car drivers and operators". explains WashTec CEO Dr Jürgen Rautert.

iWash offers entirely new choices for the customer. For the first time, drivers can customize their own wash and add attractive new options like special rim treatment, special insect removal or high-end polish to their preselected base programs. This option comes in addition to the conventional program-structure and offers unique upselling opportunities for carwash operators.

With **Wash&Pay** nothing less than a shift or paradigm will be shown. The lengthy and uncomfortable process of parking the car, buying a wash, driving into the bay and eventually starting the wash in order to wait outside for a couple of minutes then is radically improved. Total process time for the consumer is significantly reduced while the chance to attract him or her to the shop increases.

For the operators of car wash systems, WashTec has developed the ideal online car wash management system with **WashTec Plus**. WashTec Plus provides operators who have to take care of several wash locations with a comprehensive set of relevant data of their car washes. Important parameters like sales figures, wash counts, prices, levels of chemical consumables but also status messages of the machine can be monitored online at a glance. This enables the operator to take necessary action independent from his personal location. With just a few clicks, prices or opening times can be changed across all locations, temporary programmes can be activated or deactivated and machine settings changed. In an ever more competitive environment this feature offers not only more convenience and efficiency for the operator but opens the door for new marketing and pricing strategies.

And there will be more to be seen in Frankfurt, everything paying in to the new claim "Experience & Results". And you may apply results in both meanings, financially and in regards to the wash-quality.

Carwash will be demonstrated live in Frankfurt with the high-end model **SoftCare² Pro**, which offers not only intensive high-pressure pre-washing with Turbo-Nozzles but also new functions for premium washing results. More options for gantry car wash systems such as the second generation of the **Advanced Chemical System** and the user-friendly touchscreen operating terminal – available with credit card reader – are further highlights WashTec will present at the exhibition.

For the JetWash self-service sector, WashTec simplifies the process for endcustomers with the **SelfTecs** concept. This will enable outstanding cleaning results and a perfect shine which can be achieved in just 3 programme steps. Thanks to the colour concept, customers will easily find their way to a satisfying result and can see at a glance which brush or lance goes with the selected self-service

programme. The new **CubeWash** self-service unit increases flexibility on site. Two bays can be serviced and through its modular design, **CubeWash** will fit into almost any steel structure.

At automechanika 2014, WashTec subsidiary AUWA-Chemie will present its new top of the line product range **TecsLine**. On top of the well known and successful elements ShineTecs and InsecTecs, we added the new and highly effective universal shampoos **ShampooTecs** and **FoamTecs** with lemon fragrance, and our **RainTecs** protective polish with cherry fragrance. This comprehensive product line allows operators to define their perfect car care system easily and reliably and impress customers with premium results.

Better experience & better results – intelligent innovations from market leader WashTec combined with top-quality service will make the difference – for you.

Contact information

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