

## New Suds Tool Evaluates Potential Car Wash Sites

BOISE, ID, May 6, 2022 – Suds, a DRB Company and a leading provider of data, design and technology-enabled software solutions to the car wash industry, announced today the launch of SiteSelect—an exciting new performance tool offering proprietary insights for evaluating potential new car wash locations from Suds.

SiteSelect helps car wash investors and operators understand and evaluate the growth potential of sites under consideration. The tool encompasses over 1,500 mobile GPS data points, 240 unique demographic variables, consumer behavior data, traffic mapping and competitive analysis based on 311,000 data points gathered from over 21,000 car wash locations.

According to carwash.org, car wash retail sales are approximately \$15B in North America, making it a prime market for SiteSelect’s comprehensive quantitative and qualitative data assessments of both new and existing site locations. Currently, there is no other solution in the industry that is as accurate for determining the future performance of prospective wash sites.

“SiteSelect is a fantastic tool to de-risk a car wash operator’s riskiest decision—where do I put my next car wash?” said Dan Flatley, President, SUDS Creative. “The peace of mind SiteSelect creates is second-to-none in the marketplace.”

Suds will be showcasing SiteSelect at The Car Wash Show May 9-11 in Nashville. Visit Booth 2301 to learn more about SiteSelect, how it works and how it can optimize investments. Attendees will also have a chance to win a free SiteSelect site location assessment.

### About DRB

For over a third of a century, DRB supported – and often drove – an era of unprecedented growth in the car wash industry with point-of-sale and wash optimization software, hardware and services. Now as a masterbrand that includes DRB Tunnel Solutions, DRB In-Bay Solutions (formerly Unitec®), Suds, Washify® and Driverse, that tradition continues. The DRB team works together toward a singular goal: To help all car wash operators squeeze every ounce of profitability out of their investments. They do this with data and industry insights, a best-in-class team and reliable, intuitive innovations that delight consumers and are secure, simple to service and easy to use. Learn more about DRB at [DRB.com](http://DRB.com)

### About Suds

Suds is the industry leader in driving growth for the car wash industry, bringing together actionable data, industry-leading design and innovative products and services. Headquartered in Meridian, Idaho, Suds’ track record of success with clients of all sizes is unmatched. Learn more about Suds at <https://sudscreative.com/>.

###

#### PRESS CONTACT:

Andrew Clark  
Corporate Marketing Manager  
Suds Creative  
208.860.2000  
[aclark@sudscreative.com](mailto:aclark@sudscreative.com)