



The Car Wash Starts Here.

Marketing Tools to Help Your Business Grow

As a car wash owner, you know the importance of continually generating awareness about your business to increase revenue and reach your goals. Unitec places unique emphasis on helping you excel by providing specialized marketing programs, designed to help you maximize your growth potential. We deliver more than just premium, state-of-the-art equipment; Unitec provides you with the tools needed to manage and promote a successful business.

Promotions

Promotional features allow you to set up, manage and track various marketing programs. Options include:

- **Customer Rewards** – Customers can win rewards after their wash purchase. Rewards may be a discount code for future car wash purchases or a discount/special that's available in the associated C-Store or through a local business partner.



- **Discounts** – VIP Wash Coupons and codes offer programmable features with usage limitations and scheduling capabilities, allowing you to designate how and when a discount can be applied.
- **Complimentary Washes** – This program allows you to partner with local businesses. Customers who utilize the services of those businesses (e.g. gas stations, lube shops) can receive a VIP coupon or code for a complimentary wash.
- **Fundraisers** – Work with local charitable groups to create a win-win! By making a commitment to donate money to the group you are supporting, you can bring revenue into your business while supporting worthwhile causes.
- **Specials** – You can schedule automatic discounts to be applied at specific times. Specials can apply to any and all washes and you can specify the discount amount for each wash package.

Customization

Customize your wash units with a variety of products that help you brand your business with unique messages and promotions.

- **Overlays** – Custom overlays give your payment station an exception branding opportunity. Custom overlays are available for all Unitec systems, both new and in the field.
- **Videos** – Add personalized messages to your unit's screen to promote specials and discounts.
- **Seasonal Themes** – Change the look of your unit's background each season with customizable background panels, available through a drop-down menu of choices.

Remote POS4000

This technology allows you to increase your revenue by issuing unique wash codes at up to four remote locations. The Remote POS4000 is a great way to partner with local businesses such as gas stations and lube shops. These businesses sell car washes to their customers, providing them with a unique code that is redeemable at your location. With this option, available with the Portal, Sentinel, C-Start and Wash Select II, there's no need for Internet connections, cables or antennas.

"We've implemented a number of customer loyalty programs using the Sentinel including VIP coupons and fleet accounts. We work with a nearby gas station to offer their customers \$1 off a car wash with any purchase. This program has really worked great. In fact, it's increased my revenue by about 10 percent!"

— Mel Ulrich, Owner, The Washhouse

"I can program our WashPay system to offer a promotional code on specific dates and times, which really automates the process. Then I receive reports that tell me what percentage of the day's business came from the codes."

— Don Curtis, Owner/Operator, Winland Car Wash and Rain Locker Car Wash

House Accounts

House accounts are customer loyalty programs that provide flexibility and ease of use for frequent and recurring customers. These accounts can be redeemed easily using bar codes, ReachFree ID (RFID), swipe cards or manually-entered codes.



- **Pre-Paid Cards** – Similar to gift cards, VIP Wash Pass cards can be loaded with a set monetary value or a designated number of washes. Cards can be reloaded and customers can also purchase

add-on services to compliment the packages that are already loaded on their cards. Custom cards are also available.

- **Fleet Accounts** – For businesses that operate multiple vehicles such as law enforcement agencies, taxi services and car dealerships, you can set up "house credit" accounts with unique account numbers assigned to each vehicle. Detailed statements of usage can be generated for each account and sent directly to the customer via email, to simplify the billing process.

- **Subscription Accounts** – Looking for a way to guarantee your car wash will generate income every month, regardless of the weather? Offer an "unlimited" wash application that allows your frequent customers to pay a set monthly fee to use a specified wash package as often as they like each month. Recurring billing functions can be managed by one of Unitec's preferred partners. RFID is a secure way for these customers to redeem washes, through the use of a windshield-mounted sticker that restricts use of the account to a specific vehicle.

- **Loyalty Accounts** – Provide a club member discount such as "buy nine washes and get the 10th wash free." This is an ideal program for car dealerships that reward their loyal patrons with free car washes.

- **Multi-Site Account Sharing** – Have multiple sites? Multi-Site Account Sharing enables you to program a pre-paid, fleet, subscription or loyalty account for use at all of your other sites... across town, across the state or across the country!

Upgrades

Upgrades allow you to up-sell customers and increase revenue.

- **Pre-Paid Upgrades** – Customers redeeming pre-paid washes are prompted to upgrade their purchase to a higher-priced wash selection.
- **Add-On Services** – Customers are prompted to add one or more products or services (Tire Shine, Rain-X, etc.) to their wash purchase.
- **Bundled Washes** – Customers are prompted to purchase a wash package (four washes for \$24, for example). The customer receives a receipt with a unique code, which can be used to redeem their remaining washes.
- **Token Dispensing** – Dispense vacuum / vending tokens with the purchase of certain washes to enhance the overall value of the wash package.

Marketing Capabilities per Product

Feature	Sentinel	Portal TI+	C-Start	Wash Select II*	WashPay
PROMOTIONS					
Customer Rewards	X	X	X		
Discounts	X	X	X	X	
Complimentary Washes	X	X	X	X	
Fundraisers	X	X	X	X	
Specials	X	X	X	X	
HOUSE ACCOUNTS					
Pre-Paid Cards	X	X	X	X	X
Fleet Accounts	X	X	X	X	X
Subscription Accounts	X	X	X	X	
Loyalty Accounts	X	X	X		
Multi-Site Account Sharing	X	X	X	X	X
REMOTE POS4000	X	X	X	X	
CUSTOMIZATION					
Videos	X	X	X		
Seasonal Themes	X	X	X		
UPGRADES					
Pre-Paid Upgrades	X	X	X	X	
Add-On Services	X	X	X	X	
Bundle Wash Sales	X	X	X		
Token Dispensing	X	X			

*With Site Server; some limitations may apply.



Unitec – Who We Are

Unitec develops, designs and manufactures reliable, innovative point-of-sale entry systems for the car wash industry. In addition to selling complete systems, system components and parts, we develop custom applications for high-volume resellers and retailers, providing owners of automated car wash facilities the right equipment, tools and marketing opportunities to increase revenues while improving customer loyalty. Unitec has earned a reputation for producing systems of the highest quality and reliability in the industry, from simple swipe-and-go credit card terminals to the most sophisticated, internet-enabled and video-capable touch screen kiosks. We are in business to satisfy the car wash owner's foremost needs, offering free-standing, customer-activated products that integrate with all types of car wash control technologies.



Version 092016

