



CAR WASH METRICS DEMYSTIFIED:

INDUSTRY AVERAGES AND OPTIMIZED STRATEGIES



The saying goes you can't improve what you're not measuring. To maximize your car wash business performance, it's critical that you track and analyze key metrics such as vehicles washed per month, conveyor utilization and downtime.

But how do you know what is "good?" While no two washes are the same, you can gain a lot of insight by looking at how other car washes are performing.

That's why NoPileups™ provides the following industry averages compiled by aggregating data across thousands of NoPileups customers. This report will share these averages from Q1 2023 to Q1 2024, why they're important and how you can use them to optimize your own operations.





Vehicles Washed Per Month and Per Hour

These self-explanatory yet critical metrics provide insight into your car wash's operational capacity and demand trends.

Takeaways

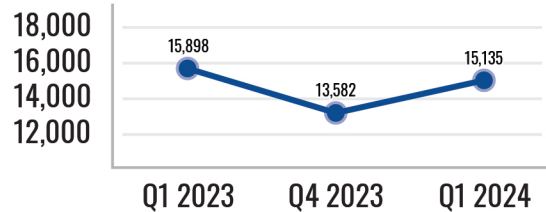
As any savvy operator knows, these volume metrics are critical to track and analyze on an ongoing basis. Doing so can help you predict staffing needs and tailor promotions to your site's unique traffic patterns. Comparing volume site-by-site, or against industry benchmarks, is a great way to know if you need to ramp up your marketing efforts and/or invest in your customer experience.

If your Vehicles Washed is below average, this indicates an opportunity to drive more traffic to your wash. Consider deploying a new marketing strategy to drive additional volume. If your marketing efforts are already high, take a closer look at your customer experience. A customer survey or perusal of online reviews can help uncover issues that may be inhibiting your growth.

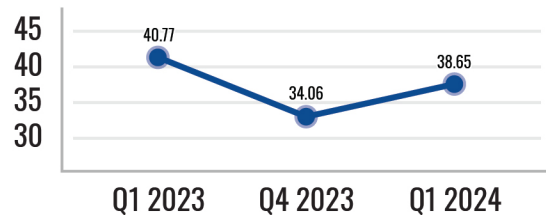
If your Vehicles Washed is above average, you're doing a great job at driving volume and washing efficiently. You should look for ways to further drive efficiency and utilize a system to reduce in-tunnel incidents that can be common at high-volume sites. Look at your Average Conveyor Speed and your Average Daily E-Stop Time to get a complete picture of potential optimization opportunities.



Average Vehicles Washed Per Month (Count)



Average Vehicles Washed Per Hour (Count)





Daily Conveyor Utilization

This metric represents the average percentage of vehicles washed compared to the maximum capacity of your tunnel. It is calculated using the average conveyor speed, assuming 13 hours of operation per day. For this analysis, it is assumed that each vehicle, along with its necessary gap, occupies 20 feet on the conveyor.

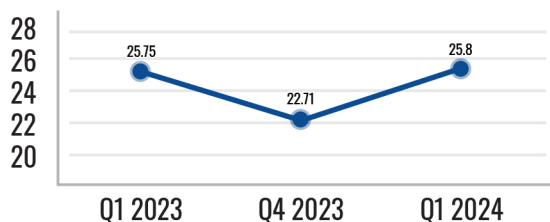
Takeaways

Your Average Daily Conveyor Utilization can tell you whether you're using your tunnel to its fullest potential. It's important to note that you'll never achieve 100%. The goal should be to simply keep improving and get this percentage as high as possible. We see top-performing washes hitting 30-40%.

If your Conveyor Utilization is below average, this indicates you don't have a lot of traffic to your wash. Similar to above, you should consider ramping up your marketing efforts to bring more vehicles to your site and evaluate your customer experience to uncover opportunities for improvement.

If your Conveyor Utilization is above average, congratulations, you're running high throughput! You'll want to refine your operational efficiency and make sure that nothing in your tunnel is slowing you down. Use the rest of this report to determine whether you may have optimization opportunities in your tunnel.

Average Conveyor Utilization (%)





Average Conveyor Speed

This metric indicates the average speed of the conveyor, measured in cars per hour (CPH).

Takeaways

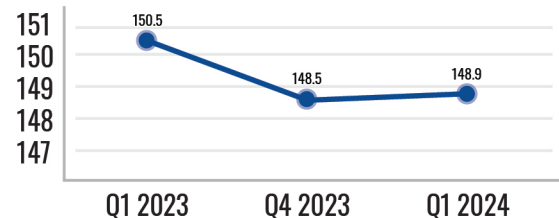
Maintaining the appropriate conveyor speed is essential for optimizing vehicle throughput while ensuring high wash quality.

If your Conveyor Speed is below average, ask yourself why you're hesitating to crank the speed up. If it's wash quality, consider upping the speed and seeing what feedback (if any) you get from customers. Also, look for equipment and chemicals that do a better job at higher conveyor speeds. As you consider increasing your conveyor speed, it's imperative to make sure you're doing everything you can to prevent in-tunnel incidents. Consider a tunnel optimization system like NoPileups to support your team as you increase your throughput.



If your Conveyor Speed is above average, make sure your tunnel is providing a quality wash at that speed, paying attention to customer feedback and your own observations. If you don't already, consider investing in a tunnel optimization system like NoPileups to prevent incidents and keep traffic moving through the tunnel as efficiently as possible.

Average Conveyor Speed (CPH)



Daily Conveyor Idle Time

This metric indicates the average amount of time the conveyor is inactive with no vehicles in the tunnel each day. By tracking this metric, you can identify and minimize periods of downtime to boost revenue.

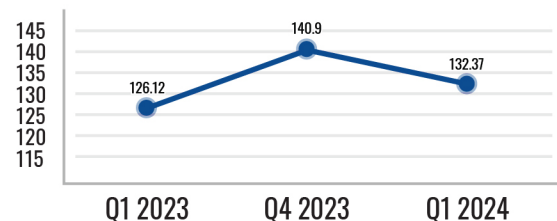
Takeaways

If your Daily Conveyor Idle Time is below average, that's great! That means you have a steady stream of traffic. Keep doing what you're doing and

take action to move cars through safely and efficiently.

If your Daily Conveyor Idle Time is above average, this is another sign that it's time to crank up your marketing efforts to increase traffic to your site.

Average Daily Conveyor Idle Time (Minutes)





Average Daily E-Stop Time

This metric indicates the average amount of time per day that the wash is stopped using an emergency stop or “e-stop” with cars in the tunnel.

Takeaways

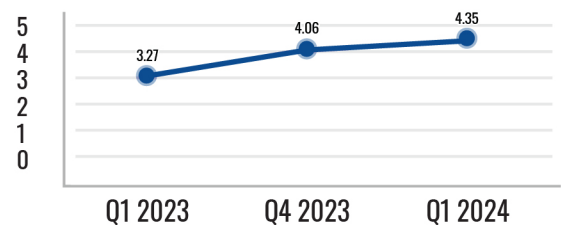
Tracking the amount of time your wash is stopped with vehicles in the tunnel is a measure of your wash’s efficiency and revenue optimization. Every minute the wash is stopped equates to lost revenue. Not to mention, a stopped wash creates a poor experience for customers, whether they are sitting idle in your tunnel or waiting in line longer than usual.

If your Average Daily E-Stop Time is below average, your team is doing a great job of only stopping the wash when necessary and getting it back up and running as quickly as possible. If your traffic volume is also high, you likely have a system in place for preventing incidents in your tunnel and are operating smoothly.

If your Average Daily E-Stop Time is above average, you could be losing revenue due to inefficiencies in your tunnel, as well experiencing more in-tunnel incidents than necessary. Dig into your operations to understand what situations are occurring that are causing your team to use the e-stop. Consider implementing a tunnel optimization system such as NoPileups, which automatically stops the tunnel when problematic movement is detected in the tunnel, preventing incidents and getting your wash back up and running faster.



Average Daily E-stop Time (Minutes)



Conclusion

This report provides a snapshot of the powerful insights you can gain by using NoPileups, a patented car wash full-tunnel optimization system designed to enhance your car wash operations. The NoPileups software analyzes vehicles inside the tunnel and automatically stops the conveyor when it detects collision threats.

In addition to allowing you to increase capacity while preventing in-tunnel collisions, NoPileups offers a comprehensive suite of analytics that can further enhance your car wash operations:

- ✓ **Downtime Tracking:** Identify and minimize periods when your conveyor is not in use.
- ✓ **Incident Reporting:** Quickly respond to and resolve any operational issues, reducing downtime and maintaining customer satisfaction.
- ✓ **Optimization Opportunities:** Understand how your operational metrics compare day-by-day and week-over-week between locations, and use industry benchmarks to identify opportunities to increase efficiency.

By leveraging the powerful analytics provided by NoPileups, you can gain unprecedented visibility into your car wash operations, drive efficiency and boost revenue.



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With NoPileups.

