



CAR WASH TECHNOLOGY CREATED BY CAR WASH OWNERS

THE WORLD HAS GONE DIGITAL. IS YOUR CAR WASH LAGGING BEHIND?

Dencar technology has revolutionized the car wash pay station kiosk... and makes it easy for your wash to make the change.

It used to be that if you got a self-serve soft drink, there would be a row of taps, and you'd make your choice from a preselected offering. Now, many fountain machines have gone "freestyle" and have incorporated touchscreens, dozens of base flavors, and dozens more additional flavorings you can add to create infinite customizations of your ideal beverage.

This same tech is used when ordering fast food, conducting banking, or pumping your gas. The interactive touchscreen kiosk is where today's consumer-facing business is conducted.



What's this got to do with car washes?

Your car wash customers already live in this world of heightened automation. They've custom-made their own drinks, too (and used kiosks to order a burger or apps to pre-order a coffee, and on and on). They are much more tech-savvy than you might realize. And car washes that continue to use antiquated business models, with strictly human staffing and/or kiosks that require stuffing in bills and coins, are alienating customers – and leaving money on the table.



If your customer still has to deal with a disengaged on-site employee, is limited to your rigid hours-opened schedule (NOT 24/7), or is confronted with an outdated, clunky pay station ... all are reasons for them to seek a wash elsewhere.

Today's successful car wash model is built on selling memberships. You might call them monthly passes, subscriptions, or something else, but the point is the same: getting people to invest in continuous washes instead of transactional, one-time sales.



Dencar Technology has revolutionized the car wash pay station to be fast, intuitive, and to convert single washes into memberships in mere seconds. All with minimal (or no) human labor.

Even better, Dencar is here to help your wash transition to this technology – technology that your customers are already comfortable with and expect. Car wash operators do NOT have to be tech savvy to start making more money and growing their membership rolls with Dencar Pay Stations.

How the Dencar Pay Station Works

When a customer arrives at the kiosk, they are welcomed by a large, bright touchscreen that is already prompting them to make a wash selection.



After choosing a wash, single-use purchasers will be asked if they want to upgrade to a membership. Enrollment is accomplished with a single screen tap and entering a phone number. Once they scan their payment card, the transaction and sign-up is complete. It's done in as fast as TEN SECONDS. The user finishes setting up their account later, after the wash is done and they've left your line, using a code and link texted to the phone



number they used at sign-up. Your wash line never slows down ... and sales go up!

Fraud/Abuse and Misuse Protection

There are members who will try to wash multiple vehicles on a single plan. Sometimes it's an honest mistake, but other times it is intentional. Dissuading this activity in-person has the potential to quickly become confrontational.

Dencar Technology automates this process so a remedy requires no face-to-face (or even voice-to-voice) contact. If someone shares their wash pass code or attempts to wash a different vehicle, Dencar's exclusive VIA Guard technology generates a notification to the customer via app and text messaging. The customer simply selects what they want to do. They can add the additional vehicle to their wash pass, creating a family plan. Or they can choose to pay for the wash at the individual wash purchase price. Because your Dencar platform already has the member's payment information securely stored, their choice of remedy is immediately implemented and you get paid!



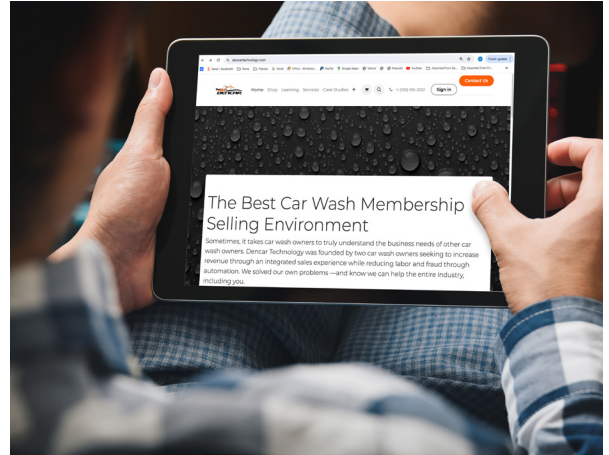
Our technology eliminates theft and moderates these potentially negative interactions in a way that maintains customer loyalty and makes sure the wash is always paid for.

How Dencar Helps

In addition to providing your wash with a superior sales kiosk, we also provide all the support you need to transition away from antiquated payment and location management methods.

Your wash will need infrastructure, technological, and internet support to successfully increase sales and reduce hassles with Dencar Pay Station. Our in-house IT Services will handle the package – internet network, equipment, firewall protection, cellular backup – to bring your car wash up to business-class standards. Plus ongoing technical support any time you need it.

Properly protect your business, guard against internet-related downtime, and keep customers loyal. Let Dencar transform your car wash with reliable, secure internet technology and support.



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