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## Belanger® Tunnel Attracts Business At BMW Dealer – And Pays Its Own Way



*The tunnel washes an enviable 50,000+ cars per year!*

NAPERVILLE, IL – Many dealerships today provide a complimentary car wash to service customers, to help ensure their satisfaction. Marc Zolnierowicz of Bill Jacobs BMW takes that a step further, to ensure the satisfaction of *prospective* service customers. “At Bill Jacobs, we don’t just wash service cars ... we provide a complimentary wash to *any* BMW owner, just for stopping in,” he says. “It’s a great way to introduce our dealership and our staff, and get new BMW owners in the habit of coming to see us.”

As Zolnierowicz observes, the goal is to earn new service business, and secure opportunities for future vehicle sales. “But our free wash offer has proven rewarding in other ways, as well,” he remarks. Zolnierowicz notes that over half of the ‘free’ wash customers choose a paid upgrade of \$14 to \$24. “This steps them up to a full service wash with vacuuming and windows, or ‘the works’ with tire shine, exterior wax and a total surface protectant,” he says.

Of course, the free wash has proven quite popular, and brings in 200-plus folks per week. “Combined with the 750 cars we typically service, we’re washing nearly 1,000 cars a week,” Zolnierowicz comments. “When we built this wash, I knew we needed a system that could handle the volume – as well as one that offered the upsell potential we needed.”

“Bill Jacobs BMW is doing wash counts that would make many retail car wash operators envious,” says

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— Marc Zolnierowicz, Bill Jacobs BMW

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Norm Digiambardine of Fuller’s Carwash Equipment Co. “That’s why we recommended a 90-foot Belanger tunnel for their site.” He adds “The Belanger equipment offers the high uptime, fast throughput and tremendous cleaning power Bill Jacobs needs. They can reliably wash 90-plus cars per hour.”

Zolnierowicz agrees. “I had previous experience with a competitor’s hydraulic friction rolover,” he says. “I knew that wouldn’t work at our BMW store.” He goes on, “With the rolover, we could only wash 10 cars per hour – and while it got the cars clean, it didn’t offer any extras.” As Zolnierowicz explains, his model calls for washing high volumes and upselling a good percentage – and that calls for a Belanger® tunnel.

“Our Belanger tunnel transforms our wash from expense to business asset,” Zolnierowicz says. “The Gyro Wraps contour the car for gentle, effective cleaning. And the DuraShiner really does shine tires better than hand-applied, driving sales of our top package.” He continues “The free wash offer attracts new business – but the Belanger-quality wash results keep those folks coming back to Bill Jacobs BMW.”

According to Zolnierowicz, the wash is a win-win for the dealership and its customers alike. “Unlike other dealerships, we give every service customer ‘the works’ including full service, tire shine and more,” he says. “And over half of our wash-only customers gladly pay for the same treatment – which puts our car wash firmly in the black.” He concludes, “It’s simple. If you invest in a real car wash, you get real benefits for your business. For us, the choice is Belanger.”