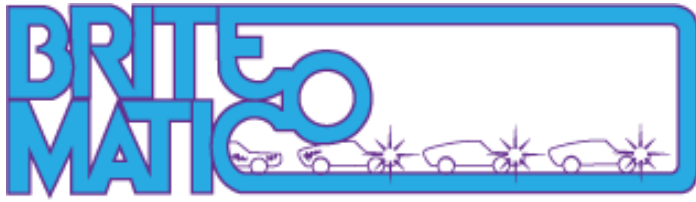


CASE STUDY



Overview

Feldman Automotive Group had existing car wash systems at many of its locations, but they proved difficult and expensive to maintain. Frustrated by frequent downtime and rising costs, they turned to Brite-O-Matic.

After evaluating several competitors, Brite-O-Matic's all-inclusive plan stood out for its cost savings, built-in maintenance, and responsive service. While initially hesitant to commit to a longer-term agreement, the value was clear. With seven new systems now running reliably and supported by a responsive team, Feldman is confident in their ongoing partnership with Brite-O-Matic.

The Challenge

Many of Feldman Automotive Group's dealership locations used an existing on-site car wash, with a few locations using the handwash method with detail staff members. The aging car wash systems proved difficult and expensive to maintain due to their frequent breakdowns.

Recognizing the need for a more reliable and cost-effective solution, Feldman began an in-depth search for a better option. Over the course of their research — which included a close look at several car wash providers — Brite-O-Matic quickly stood out as a strong contender.

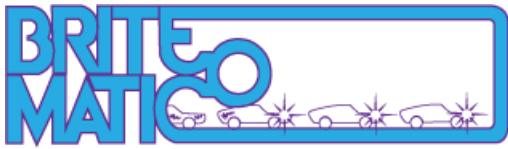


"If you are looking to improve your CSI score or your service center financials, I would take a look at Brite-O-Matic."



– Steve Saltz

DIRECTOR OF REAL ESTATE AND FACILITIES



CASE STUDY

The Solution

During a routine visit, a Brite-O-Matic Regional Manager introduced Feldman Automotive Group to the company's all-inclusive Full Rental and Service Agreement (RSA) Plan. Following a comprehensive competitor evaluation and detailed cost-benefit analysis, Feldman concluded that Brite-O-Matic offered the strongest overall value.

The RSA Plan combines routine maintenance, responsive service, and high-quality washes with cleaning chemicals included into a single, streamlined package — backed by a small initial investment. This made the decision even more compelling.

The purchasing process was smooth and straightforward. With a clear agreement and numerous plan benefits, moving forward was an easy choice. Over the past two years, Feldman has installed seven new Brite-O-Matic units across its locations, establishing a long-term partnership grounded in reliability, performance, and proven results.

The Results

Since installing Brite-O-Matic car wash systems at multiple locations, Feldman Automotive Group has seen numerous benefits, including:

- ✓ **Cost Savings:** The RSA Plan significantly reduces overall maintenance expenses and includes everything needed to keep the car washes running smoothly in one monthly fee.
- ✓ **Customer Satisfaction:** Having a car wash noticeably improves Feldman's CSI scores. Two locations have received much positive feedback since installation.
- ✓ **Operational Efficiency:** Brite-O-Matic are reliable with fast support, saving time on vehicles washes and keeping operations running smoothly at each location.

After two years with Brite-O-Matic, Feldman Automotive Group continues its confidence in the partnership. They've even recommended the system to their general contractor, who is now also a fan of the Brite-O-Matic experience.

PARTNER DETAILS

PARTNER NAME

Feldman
Automotive Group

BUSINESS TYPE

New and Used
Car Dealership

YEARS IN OPERATION

50+

NUMBER OF DEALERSHIPS

20

NUMBER OF EMPLOYEES

1,300

LENGTH OF PARTNERSHIP

2 years

NUMBER OF SYSTEMS

7

Looking for a car wash solution with results you can see?

Contact
Brite-O-Matic.

briteomatic.com

800-323-0577

info@briteomatic.com