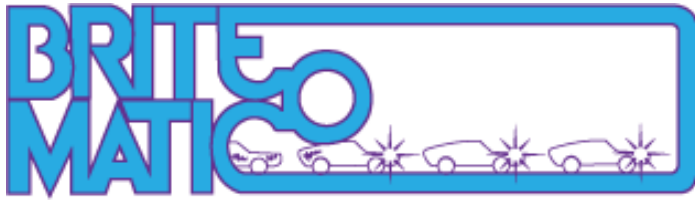


CASE STUDY



RUSS DARROW



Overview

Russ Darrow Automotive Group sought to streamline their costly, labor-intensive vehicle cleaning process. After exploring other options, they partnered with Brite-O-Matic, which offered efficiency, reliability and cost savings for its 15 locations. Since installing the system, Russ Darrow has significantly reduced labor costs, retained high customer satisfaction scores, and enhanced overall operations.

With a consistently high-performing car wash and strong support from Brite-O-Matic, Russ Darrow continues to see lasting benefits, reinforcing their recommendation of Brite-O-Matic as a trusted partner.

The Challenge

Russ Darrow's car washing process before Brite-O-Matic was labor-intensive — every new and service vehicle was washed by detail staff with a brush and bucket. Hand washing each car at every dealership exhausted time and money.

Russ Darrow tried out a third-party service to help keep up with the process. But this solution was found to be financially unsustainable.

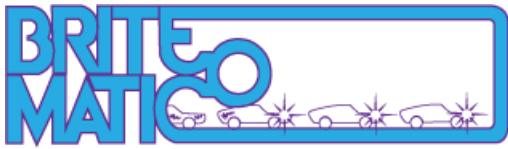
Seeking a more efficient and cost-effective solution, Russ Darrow needed a system that was reliable, easy to maintain, and would streamline operations. That's why they turned to Brite-O-Matic. Once they saw the pricing and product, it was a no brainer.

"Brite-O-Matic has been a key component of our fixed operations and sales department for a very long time. By improving our efficiencies and providing us labor cost savings, you leave no boxes unchecked when it comes to being a great supply partner. Having a car wash at your dealership is a step in the right direction."



– Cassidy Fancher

FIXED OPERATIONS
SALES DIRECTOR



CASE STUDY

The Solution

Brite-O-Matic installed its automated car wash system across all 15 Russ Darrow Automotive locations, streamlining operations and eliminating the need for manual labor and outsourced support. The system runs 98% of the time, delivering a quick, consistent clean while freeing up valuable service bay space for revenue-generating service.

With responsive support and minimal downtime, Russ Darrow continues its partnership with Brite-O-Matic thanks to their reliable performance, flexible car wash options, competitive pricing, and streamlined billing.

The Results

Brite-O-Matic has been a key component of Russ Darrow's fixed operations and sales department for a very long time. The car wash system has improved efficiencies and decreased detail labor costs. Russ Darrow continues to see numerous benefits with their in-house car wash system, including:

- ✓ **High Customer Satisfaction:** Car washing plays a big part in the dealership CSI questionnaire, which receives great scores more than 90% of the time.
- ✓ **Customer Retention:** The dealership offers free car washes to customers after purchasing a vehicle. They see 10-15 customers a day who return for this perk, supporting continued engagement.
- ✓ **Cost and Space Efficiency:** Cars are no longer taking up bay space for washing, leading to more revenue generation opportunity.

Russ Darrow Automotive Group strongly believes in the value of Brite-O-Matic and actively recommends their car wash solutions to other dealerships. With a dependable system and outstanding support, Brite-O-Matic continues to be a trusted partner in the dealership's success.



PARTNER DETAILS

PARTNER NAME

Russ Darrow
Automotive Group

BUSINESS TYPE

New and Used
Car Dealership

NUMBER OF EMPLOYEES

991

LENGTH OF PARTNERSHIP

35+ years

NUMBER OF SYSTEMS

15

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

Contact Brite-O-Matic.

briteomatic.com

800-323-0577

info@briteomatic.com