



Western Carwash Association
950 Glenn Drive, Suite 150
Folsom, CA 95630
800-344-9274 | 916-235-4135
916-932-2209 Fax
info@wcwa.org | www.wcwa.org

WCA Board of Directors

Executive Officers

Jerry Nix
President
Tacoma, WA

Bill Carbonel
Vice President
West Sacramento, CA

Coy Lindblom
Secretary/Treasurer
Mesa, AZ

Randy Cressall
Past President
Valencia, CA

Directors

R.L. Bud Abraham
Portland, OR

Darrin Baum
El Dorado Hills, CA

Chris J. Buscaglia
Stockton, CA

Doug Christ
Englewood, CO

Rick Diehl
Midvale, UT

Scott Gray
Idaho Falls, ID

Brad Hopper
Los Alamitos, CA

Herschel Kilgore
Pomona, CA

Kirk Kuzmanic
Temecula, CA

Sander Romick
Burbank, CA

Francis Tenggardjaja
Inglewood, CA

Staff

Holly Macriss
Executive Director

Christina Shupe
Administrative Assistant/
Membership Coordinator

Carolyn Tienken, CMP
Meeting Planner

May 19, 2009

Mr. Dennis Holloway
Chief Executive Officer
Mother's Products
5456 Industrial Drive
Huntington Beach, California 92649-1519

Dear Mr. Holloway:

I am writing today to express the disappointment of the Western Carwash Association Board of Directors, members and the thousands of car wash owners and operators in the 12 western states regarding your June 2009 advertisement placed in numerous consumer automotive publications such as Car & Driver and Motor Trend. This current advertisement titled MODERN CONVENIENCE? OR GATEWAY TO HELL? uses a picture of a drive thru car wash and contains language that is derogatory and degrading to the tens of thousands of car wash operators across the United States who operate safe and successful modern drive thru car washes.

The picture of the car wash equipment used in your advertisement is equipment that has been outdated for nearly more than 20 years. As an owner of three In-Bay Automatics in Washington State, the picture used is not representative of the type of equipment that exists today in a modern drive thru car wash: soft cloth, lambs cloth, soft foam or touchless. To use such a picture of ancient technology depicting it as a "Modern Convenience" is outrageous, misleading and grossly exaggerated.

This ad also uses discreditable language and inaccurately stereotypes the car wash industry. There are literally millions of satisfied consumers who use a drive thru car wash as a "Modern Convenience" on a weekly basis with satisfactory results and drive away with a clean and polished vehicle – and protect the environment in the process.

In fact, using a professional car wash whether it is full service, express, in-bay automatic or self serve is better for the environment as many car washes recycle their water for re-use making them more socially and environmentally responsible. A commercial car wash averages 35 gallons of water or less per car and treats dirty water before diverting it into the sewer.

Home car washing in the driveway can use between 80 to 140 gallons of water and releases toxins into the storm drain where it ends up in our natural watersheds, including our streams, lakes, rivers, bays, and oceans killing necessary marine organisms needed to keep these watersheds environmentally healthy.

We understand you are free to use “humorous, over-the-top, tongue-in-cheek” language in your advertisements to express your opinion. However, we find no “humor” in this ad and the end result of your “tongue-in-cheek” language is misleading and offensive. On behalf of the WCA membership, I kindly ask for an apology.

In addition to an apology and as an industry spokesperson, what we expect from Mothers is the immediate withdrawal of that advertisement from all the publications in which it is scheduled to run again and the publishing of a retraction advertisement in the same publications.

If you would like to discuss any part of my letter or would like further education regarding the car wash industry, please feel free to email me at speedicarwash@comcast.net.

Sincerely,

A handwritten signature in black ink, appearing to read "Jerry Nix". The signature is stylized with a large, sweeping initial "J" and a long, horizontal flourish extending to the right.

Jerry Nix
President, Western Carwash Association