

# Access<sup>®</sup> Wash Activation System

CAR WASH LASER WASH

Access **PAY & GLOW**  
ILLUMINATED PAYMENT SYSTEM

CODE ENTRY

1	2	3	▶
4	5	6	▶
7	8	9	▶
•	0	?	▶

**SPECIAL PROMOTION**  
5 Ultimate Washes for \$40  
**FREE**  
Ultimate Wash Today!  
No Thank You

PAYMENT CENTER

Cash

Coins Cards

Receipt

**WALS**  
WASH ACCESS LOYALTY SYSTEM

**Your Car Wash**  
Wash Card

INSERT CARD THIS DIRECTION

Recharge this card at the Car Wash Access Machine



# Access<sup>™</sup> Wash Activation System

PDQ's **Access** Wash Activation System was the first to offer dollar bill dispensing, and still offers the industry's most secure vault. **Access** continues to innovate and provide customers with simple solutions for that age old question of, "How do I generate more revenue at my carwash?" See below for several ways that **Access** can help you enhance the carwash experience for your customers and for your bottom line.

**Utilize these easy-to-implement features to boost your earnings:**

### Ad screens (cross-marketing):

Sell advertising space to local businesses and create custom templates on the **Access** unit's full color LCD screen for your customers waiting in line.

### PAP codes:

Interface your carwash to your gas pumps and sell carwashes directly through your pumps with a POS interface. Increase revenue by using the wash to drive fuel sales with a discount on fuel when a wash is purchased or on the wash if fuel is purchased.

### Buy up:

When a customer selects a lower priced wash package, upsell that customer to a higher package with on-screen prompts outlining additional services and benefits. Increase profits by boosting your average wash price per vehicle.

### Discount codes:

Create discount codes for special promotions and then use the **Access** reporting capabilities to track how many times that discount was redeemed. Increase revenue by driving traffic to your site with advertised discounts.

### Time/day based pricing:

Create promotions built around slow times or days by offering discounts. These promos can be configured in the **Access** unit to automatically turn on and off at specified times and/or expire on a preprogrammed date. Increase revenue by attracting business with pre-programmed time specials.

### Loyalty Program:

With the optional Wash Access Loyalty System (WALS), maximize the revenue generating capabilities of the **Access** unit by offering loyalty clubs, specials, fleet accounts, fundraiser programs, and promotional campaigns to further increase traffic to your site.

## Access N-Series



- Completely cashless with card/code entry only
- Full remote programmability
- Full reporting capability
- POS options
- WALS/Cortex Compatibility
- Interfaces with Access gate and RFID system

## Access B-Series



- Cash/coin/card/code in with coin out
- Full remote programmability
- Full reporting capability
- POS options
- WALS/Cortex Compatibility
- Interfaces with Access gate and RFID system

## Access S-Series



- Cash/coin/card/code in with cash out
- Secure vault with integrated bill stacker
- Full remote programmability
- Full reporting capability
- POS options
- WALS/Cortex compatibility
- Interfaces with Access gate and RFID system



# Access

Customize your customer experience with PDQ's advanced marketing package.

Utilizing our in-house graphics team and production capabilities, PDQ's Access entry station can be customized with distinctive decals, screen graphics, and sign toppers to display your company's brand and image.

Whether you have an idea that you want to see come to life, or you want our team to create one for you, we can help you promote your site with our experienced marketing team and our advanced marketing packages.



**dynamic**  
custom  
graphics  
Available

## Access<sup>®</sup> **PAY\$GLOW** ILLUMINATION PAYMENT SYSTEM

***Make your wash stand out from the crowd!***

Not only will the **Access PayGlow Illuminated Payment System** help improve your customer flow, it can also be configured to work for you 24/7/365 by illuminating your wash day and night whether there is a vehicle in your bay or not. The system can be programmed to display multiple color combinations of flashing patterns, or constant colored illumination that matches your brand image. A glowing beacon outside your wash bay can be a highly effective way of drawing more attention to your wash site and encouraging consumers to take notice. Tie unique promotions into the color of the glow and keep your customers coming back again and again. **Get your wash noticed 24 hours a day with the Access PayGlow Illuminated Payment System.**

- Increase customer traffic
- Assist in customer loading process (Green / Red / Yellow)
- Offer unique specials tied to the color of the Access PayGlow Illuminated Payment System
- Reinforce your brand image / colors
- Support your local sports teams by displaying their team colors
- Display holiday color patterns
- Can be installed on new orders from the factory or as a retrofit kit installed in the field

#### **System Includes:**

- Series of bright LED light bars
- Customizable software to personalize your Access PayGlow Illuminated Payment System
- Translucent Access shroud and sign topper





In a competitive marketplace, it has been proven that loyalty club members will use your carwash more frequently and spend more when they are there. Because of this, building and maintaining loyalty in your customer base is important. With PDQ's Wash Activation Loyalty System (WALS) you will have all of the tools necessary to earn that customer loyalty, and keep them coming back to your wash sites again and again.

## Types of Programs

**WALS is a web-based application that provides operators with the ability to run and manage each of the following types of programs:**

- **Loyalty** – Offer customers the option to purchase washes in bulk at a discounted rate. These washes are then stored in a customer's individual account to be redeemed later.
- **Fleet** – Set up fleet accounts with local businesses and sell washes in bulk that they can redeem as needed. Track individual wash redemptions and easily create reports outlining usages.
- **Fundraiser** – Connect with the community by offering fundraiser programs to local organizations. Use WALS to create one-time use codes that can be easily downloaded and inserted into customizable coupons for events or scrip programs.
- **Promotional Giveaways** – Market your carwash by creating promotional wash codes and handing them out to would-be customers at local events. Partner with local businesses to cross-market your wash with their enterprise.
- **Subscription** – Allow *unlimited* washing for an automatically recurring monthly charge to your customer's credit card. Get on board with the latest washing trend that is sweeping the industry by pairing this program with an RFID reader.
- **Gift Accounts** – Sell gift cards to customers looking to get a great gift for someone special. Accounts can be set up as a code or by using mag stripe cards.

## Account Options

**Flexibility is key to being able to offer your customers exactly what they want and WALS allows you to set up accounts that fit their needs:**

- **Pre-Pay** – Customers purchase bulk washes in advance that are stored on their individual account for later redemption.
- **Post-Pay** – Primarily used with fleet accounts, this setup allows your customer to wash now on a credit basis and pay later via monthly invoicing.
- **Subscription** – The customer signs up for an unlimited wash program that automatically charges their credit card a preset amount each month. Limitations can be set on this type of account for how many washes can be redeemed each month. (See back of this brochure for more information on subscription programs)
- **Funds-Based** – An account is loaded with a set dollar amount that the customer can then use on whichever wash packages they prefer. This allows customers to mix and match between top, middle, and bottom tier wash packages.
- **Package-Based** – The simplest option for customers, this account type gives customers the same wash package each time they use the carwash. This provides a consistent wash experience for the customer and has the quickest load time for the operator.

Payment  
Flexibility





# Access & WALs selling for you 24-7

Utilize all of the tools at your disposal to maximize the exposure of your loyalty club to your customers. Wash accounts can be sold at multiple locations:

- **Sign Up at the Access Unit** – Utilize your PDQ Access Entry Station to sell your loyalty club memberships 24/7/365 by enabling the Current Special option. Customers are given the opportunity to purchase discounted wash packages in advance and receive a unique member code for future redemptions.
- **Replenish at the Access Unit** – Turn on Replenishment feature to allow WALs to automatically track your new wash club member's balance and when it begins to get low, prompt that customer at the entry station to replenish their account. Take advantage of this option to keep your wash club stocked with loyal members without the need for someone to be there to sell your packages.
- **Sell Washes Online** – Utilize the Club Interface Website to sell prepaid wash packages through your own custom carwash webpage. This option is loaded with features that can make for an easy wash experience for your customers. (See back of this brochure for more information on the newest member portal)
- **Purchase and Reload In-Store** – If you are a c-store operator, you can utilize one of PDQ's POS systems to sell and replenish your loyalty accounts right at the counter inside your store.



Basic In-Store POS

## Redemption Options

To allow the most flexibility for your operation, and your customer's needs, WALs offers several different platforms for wash redemptions:

- **Code** – The easiest form of redemption is through a unique member code that your wash club members will use to redeem their washes. The number never changes as long as your customer maintains their account. These can be printed on easy to read wallet sized cards that come with redemption instructions.
- **Wash Cards** – The most popular form of redemption is through a plastic mag stripe card. These cards are loaded with your customer's wash account information and washes are easy to redeem with a simple swipe. Use the card as a marketing piece for your wash and customize them with logos, colors, and messages unique to your operation.
- **RFID Tags** – The latest trend for car wash subscriptions is utilizing an RFID tag. Applying these tags directly to a vehicle allows for a fast and easy transaction method for your customers.



Mag Stripe Card

Access RFID Tag





## Subscriptions with Automatic Recurring Billing Cycles

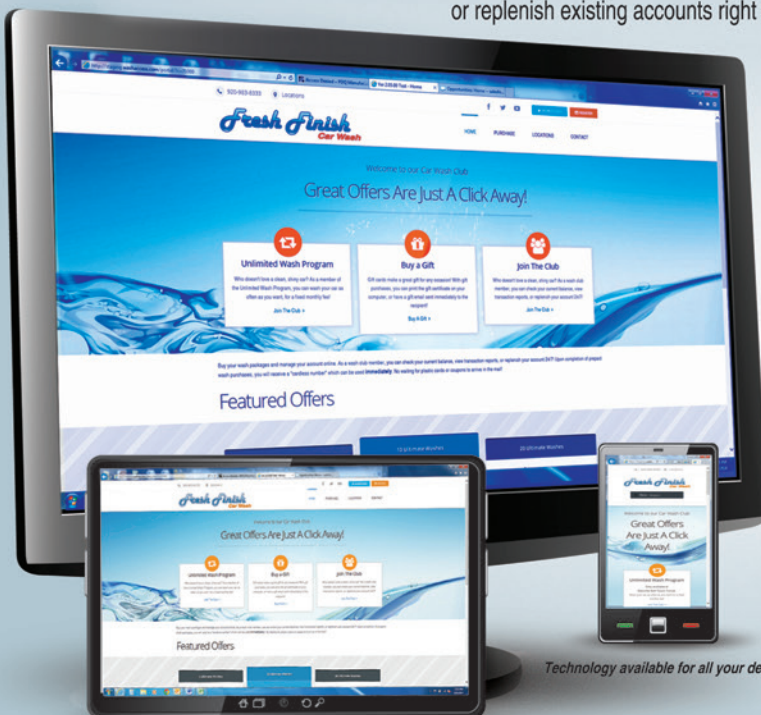
Jump on board with the latest change sweeping the carwash industry: **Monthly Subscription Accounts**. The Access unit, coupled with WALs, can allow your customers to sign up for a subscription account with automatic monthly recurring billing. Signing up for the program can take place right at the Access unit with a final registration step done by the customer on the member portal website. They can even complete the final registration step right from their mobile device while their car is being washed! Pair this subscription service with an RFID reader and tags for the ultimate in customer convenience.

- Automatic recurring billing
- Accounts automatically deactivated when the card is declined
- Customers can sign up for the account right at the Access terminal
- Offer special "Subscription Member Only" wash packages
- Customers are able to manage their accounts online via Member Portal website



## WALS Member Portal

The **WALS Member Portal** allows your loyal customers the ability to manage their accounts from your own customized website. Customers can sign up for accounts, register subscription accounts, purchase gift cards, or replenish existing accounts right from the portal itself. The features within the Member Portal allow for automatic scaling to any size screen to enhance the display capabilities and make navigation easy. Additionally, with the latest subscription feature, customers can register their accounts so that they can manage and maintain their subscription status from any device that can access the internet.



Technology available for all your devices

- Easy to use website for both operators and customers alike
- Customers can purchase washes online
- Responsive design automatically scales to the screen size of the user's device, even mobile phones and tablets
- Operators can offer special "Members Only" wash packages
- Customers can register and manage their subscription accounts online
- Can serve as the operator's carwash website
- Operators can offer exclusive promotions only available to your club members via the website

Feel comfortable in your decision to purchase PDQ Equipment.  
We are proud to be part of **DOVER CORPORATION** A Fortune 500 Company.



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