

TAKE A TOUR

VIC'S EXPRESS CAR WASH

LITTLETON, COLORADO

www.VicsExpressCarWash.com

YEAR OPENED:

September 12, 2022, was the official launch and October 14-16 was the Grand Opening.

OWNER:

Paul Villella

NUMBER OF LOCATIONS:

1

NO. OF CAR WASHES ANNUALLY:

150,000 cars
projected annually



KATHLEEN ROSE PHOTOGRAPHY



A GRAND OPENING AND A NEW BEGINNING

"Victor, a very special Alaskan Malamute dog, was the first of three giants that I've owned, which is how the Vic's brand began," said Paul Vilella, owner of Vic's Express Car Wash. "Over the years I've owned many dogs, however, life changed for me in 2012 when I got this giant Alaskan Malamute puppy."

CONTRACTOR:

Petra, Inc.

BUILDING SIZE:

110-foot building

CONVEYOR LENGTH:

AVW Octa2 line with 95-foot, dual belt conveyor

EQUIPMENT SUPPLIER(S):

Equipment by AVW, vacuums by Eurovac, a water reclaim system by PurClean and a point-of-sale system by Sonny's Car Wash Controls

CHEMICAL SUPPLIER:

Simoniz





VIC'S EXPRESS CAR WASH

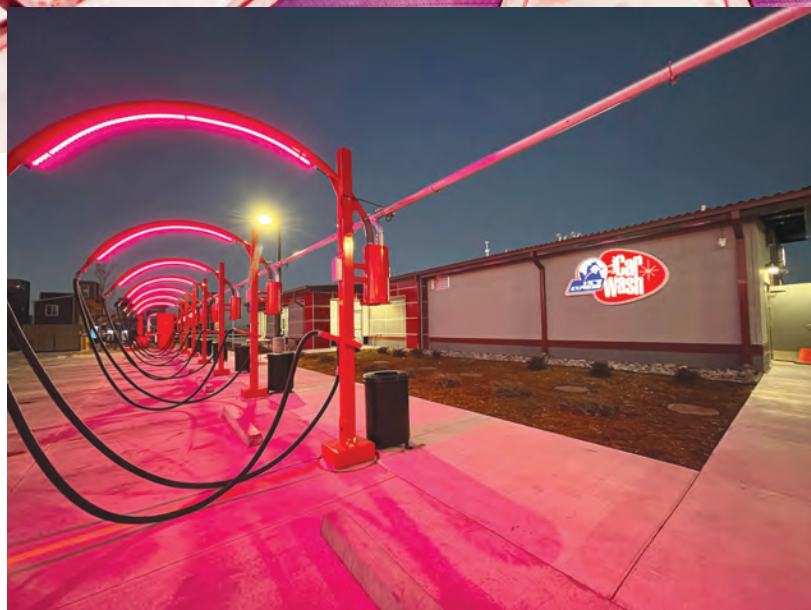
KATHLEEN ROSE PHOTOGRAPHY

ENVIRONMENTALLY FRIENDLY FEATURES:

Using state-of-the-art equipment and environmentally friendly chemicals, the facility recycles up to 90% of the water used during each wash cycle.

UNIQUE FEATURES:

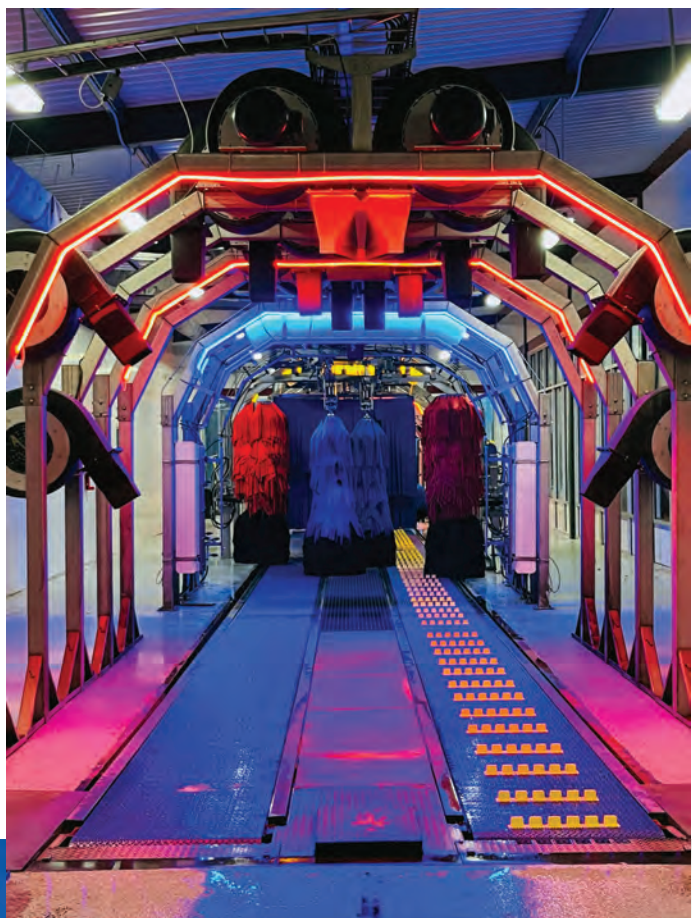
The vacuum stations have color-changing LED lights and the Sonny's POS includes LPR and Digital Queue.



MEGAN GILCHRIST

Villella used to work in sales and marketing management with Fortune 500 Companies, but this puppy helped inspire him to try something different. "I've always had an entrepreneurial drive and, after seeing how people were drawn to my giant puppy, Vic, I made the first step in the Vic's brand," Villella said. "Vic's Liquors in Denver was born in 2012. After eight amazing years, I decided to sell and take a new direction with Vic's Express Car Wash."

Now, Vic's stands out as one of the few family-owned car washes in Littleton. "With nearly 80% of the Littleton car wash market now owned by large corporations, we take pride in maintaining that small, family-owned level of service and commitment to the community," Villella said, who is the father of three boys, two of whom work at the car wash with him.



Vic's Express Car Wash provided nearly 2,500 free "Top Dog" car washes to the community in its first couple of months. Additionally, nearly 500 customers took advantage of the \$1 Unlimited Wash Club first month opening special. There were also gift cards, wash books, free wash vouchers, microfiber towels and custom air fresheners given out at the grand opening event, in addition to a drawing for a Yeti Tundra Haul Wheeled Cooler and pizza from the neighboring Kum and Go convenient center. For the kids, Vic's provided coloring sheets of Victor and Leo, two very special Alaskan Malamute dogs.

Giving back to the community is extremely important to Vilella and the Vic's Express Team. Vic's holds a "Wash for a Purpose" program on select Saturdays during the summer months to raise money for local nonprofits. "Typically, each group will bring 15-20 volunteers on-site to have a strong road presence, explain their cause to customers, and even vacuum and towel dry vehicles for additional donations," Vilella said. Vic's then donates 50% of the wash revenue during the event duration to the organization. "The goal is to keep it simple — no pre-sales, group codes, etc. In return, the organization helps advertise the event to their circles of influence and bring in new business."

"At Vic's Express Car Wash, our goal is to deliver a first-rate experience and exceed expectations every time!" Vilella said. ●

