



MAKING A SPLASH

A MONTHLY NEWSLETTER

JULY 2020



TEAM MEMBER SPOTLIGHT - ALEX STEWART

- Been with Splash 5+ years
- Manager - Geyer Springs Location
- Engaged to be married
- Enjoys reading in his spare time (especially motivational books)
- Born in Cambridge, England
- Favorite breakfast cereal: Corn Flakes
- High School: Emmerson College Prepatory School in Washington D.C.
- Loves running & working out in his spare time
- He is a member of the 5:00 am club, meaning he starts his day everyday at 5:00 am. "Just like prepping cars, it helps me get prepped for my day!"

"I enjoy working for Splash because it allows me to engage with the community, provide a service of royalty, and to develop loyal customers through a commitment to excellence and customer satisfaction" - Alex

WHAT'S THE POINT OF THIS NEWSLETTER, ANYWAYS?

Splash has the best team we have ever had. The improvements made over the last year on lube, labor, and unlimiteds have been remarkable. As a leadership team, we recently read a book called "Start With Why". Our "Why" as a company is to positively impact the lives of our Team Members & the days of our customers. Our "metrics" didn't do a great job reinforcing those things. So, we are striving to celebrate PEOPLE & the incredible service YOU provide to our customers on a daily basis. We'll do this monthly & look forward to celebrating more of our TEAM!

SPLASH DIFFERENCE MAKERS



Kennedy - Congo

Kennedy has really stepped up to the plate recently! She recently set her personal record for most unlimiteds in a day! Her amazing attitude icing on the cake!



Summer - Russellville

She led the team to a phenomenal Customer Appreciation Day with over 100 oil changes! As we watched her that day, she knew over half of the guests that came in by name. She is a great leader for our highest volume Lube.



family owned business that provides the car care service to our friends & others at a reasonable price. The profit allows us to continue to improve vehicles and equipment, provide for our employees and give back to our community.

for excellence
treat others with dignity & respect
for opportunities to serve others
excite our customers & co-workers
a & have fun
honesty & integrity



Anna - Conway

She has always been a "can-do" leader & is willing to do whatever is best for the team. She was recently promoted & became the first female carwash General Manager for Splash! We're thankful for her!

RAVING FANS

A WRITTEN LETTER TO MORGAN IN ROGERS

"You demonstrated one of the finest "can-do" customer service efforts that I have experienced in a very long time. In our age of computers and digital communication, much of the personal interface in our occupations is unfortunately lost and business relationships have become very mechanical and impersonal. You on the other hand do not fit that mold. Your cheerful oral communication ability and most importantly your willingness to dig into a customer problem and do your best to get it solved is astoundingly impressive and very much appreciated. you are a true asset to your organization and whatever you decide to do in life, I'm certain you will have tremendous success."

Thank you, Morgan in Rogers, for your commitment to serving our customers with excellence!

CORE VALUE SPOTLIGHT

Strive For Excellence

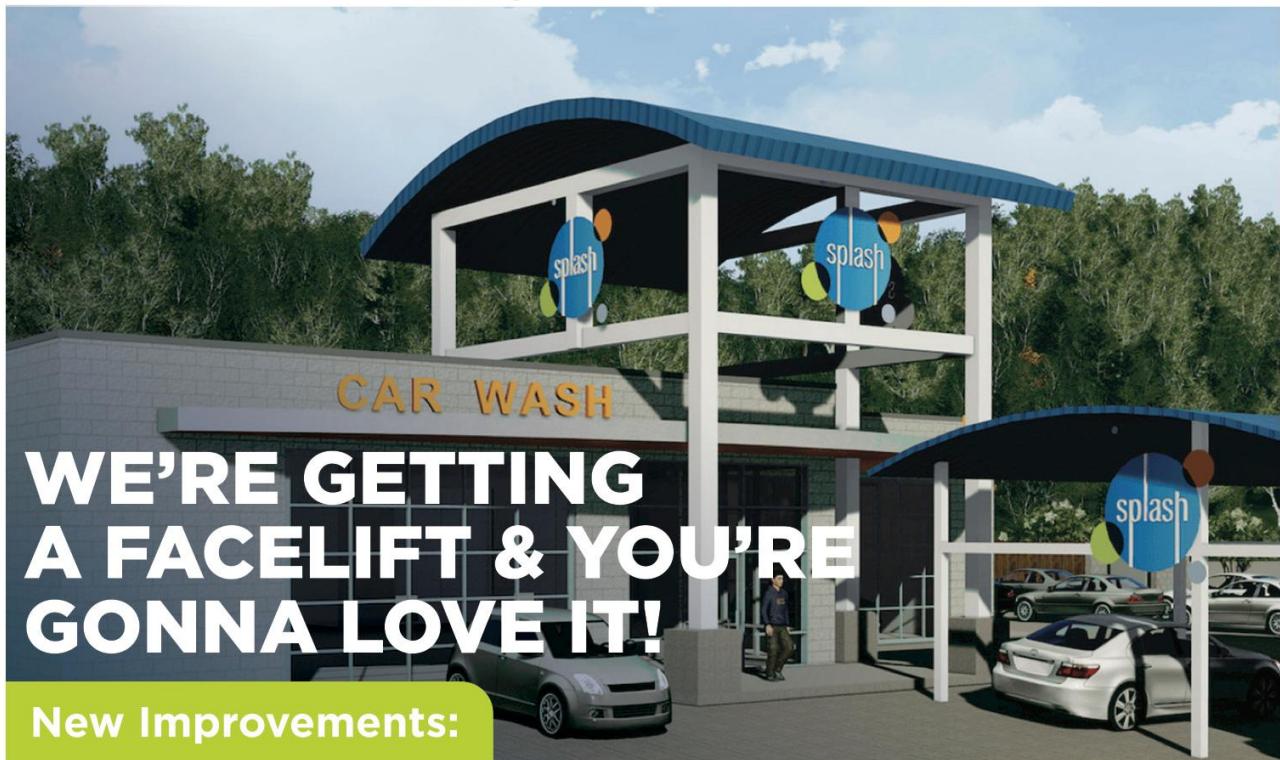
Always looking for ways to improve and never settling for "good enough".

LIFE EVENT CELEBRATIONS

If you have a "life event" that you'd love to see celebrated, email us at marketing@cleancarfast.com so that we can include it. (Examples: babies being born, marriage, etc.)

Wrapping up the JFK Remodel

Curious as to what upgrades have been made?



WE'RE GETTING A FACELIFT & YOU'RE GONNA LOVE IT!

New Improvements:

Building Upgrades:

(It'll look awesome!)

- **Remodel & architectural design facelift** of the entire exterior of the building!
- New **canopy awnings** in the back & front of the property to provide shade in the summer and heat in the winter
- New **signage** & more **lighting**
- New **concrete** and **asphalt** in all drive areas
- Updated **lobby amenities** (yes, we'll have a **cookie machine!**)

Tunnel Upgrades:

(Your car will be cleaner, dryer, & shinier!)

- New **automatic bay doors & heaters** to allow for washing during below-freezing temperatures
- New frictionless high-pressure **Wheel Cleaning system**
- New **Tire Shine Applicator** and chemical delivery system for more consistent tire shine
- New **Top Brush** for enhanced bug removal and overall cleaning
- New **Foamers & LED** lighting to enhance overall wash experience
- New **Blowers & Buff & Dry equipment** to improve the dryness of your vehicle!
- New **wall & ceiling panels** to improve the look & feel of your wash experience

Technology Upgrades:

(Your experience will be easier!)

- **License Plate Recognition** to allow a seamless automated process for our Unlimited Wash Members. No more windshield stickers!
- **Automated Paystation Kiosks** to allow you to make your own wash selections. Don't worry, our team will be around to help!

Detailing Tool Upgrades:

(The interior of your car will be cleaner!)

- New **vacuum system**
- New **Tire Shine applicators** to allow for more even application
- **Tornador spray guns** to allow for a quicker process for you.
- **Rug Beaters** to tackle those carpet mats that need a little extra love!

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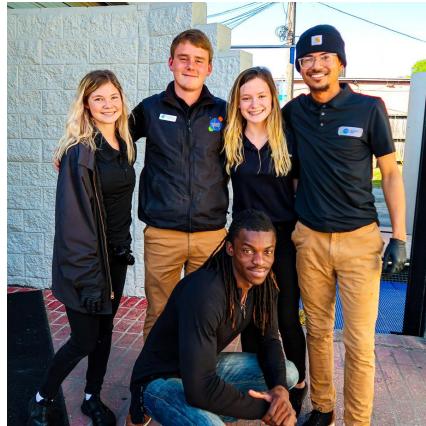
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 @splashcarwashJFK

 @splash_carwash_oilchange

SMILING FACES OF SPLASH

Want to see your team featured? Send us pictures!



JFK Squad - Katrina, Aaron, Maycee, Markell, & Zeke!



Ashton (JFK, Geyer, Baseline) is straight cheesin' hard in the middle of this oil change!



Cole Dixon (Conway Manager) trying to recall the non-negotiables....



Michael, Elliott, & Shea - one of their last weeks together as the Congo management team before Elliott stepped into his new role & Michael moved to NWA



Arturo Ramirez (SWAT Lead at Congo) smiling.... as usual!



Codie (GM at Rogers) giving Bradrick his "Splash Titan" Award for being a top-notch Team Member.



Drea (Russellville Team Member) about to make a cabin air filter sale.



Joanna (Congo Team Member) during "Front Line Hero" week, doing what she does best: smile!



Brooks (JFK Team Member) working with what he's got during the remodel to knock out an ISC.... with shop vacs!

Thank you for being apart of the Splash Family