

# WHATA WASH

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## Family Owned Since 1964

The Burgess family has been in the car wash business for over 50 years. Started in 1964 by Fred Burgess and brother-in-law Fred DeVries, the original venture was a four bay coin operated 24- hour self-serve car wash. Customers could use high pressure wands with soap, rinse, and wax functions for \$0.25. Originally named Sof Spra Car Wash, the business took on a few different forms over the years.



In 1968, a conveyerized automatic car wash was added to this location, a new concept and the first in Wayne County. At that time, the car wash was re-branded as Freddie's Insta Car Wash. The brushes and equipment were operated by hydraulic pumps and electric motors and simple switches and relays to activate the different cycles as the conveyor moved the car through the tunnel. Multiple vacuums and additional self-serve bays were

added, along with foam brushes and floor heat. Around 1970 Texaco gas pumps were installed for customers to also gas up their car. The cost of an automatic car wash was \$1.00.



As the equipment aged, new technology was introduced, and cars and trucks took on new forms, it was decided in 1990 to build a new state of the art conveyerized automatic car wash down the street at 811 West Union Street, the former site of DeVries Gardens. The original location would continue to operate as a self-serve car wash. At that time, sons Chris, Matt, and Terry joined the venture and re-branded both locations to Whata Wash.

The “new” automatic car wash was also operated by hydraulic pumps and electric motors, but now controlled by an Amiga (WashWorx) computer system using multiple sensors and relays to activate the different wash cycles and package options as the car moved through the tunnel. This was an advanced system at the time and continued to function for 30 years.

Technology and the car wash industry continued to evolve. Touch-free automatic car washes were introduced for customers who preferred a frictionless option. In 2002, it was decided to update the original self-serve location at 835 West Union Street with a new façade and add two new in-bay Laserwash touch-free automatic car washes.

In 2020 the automatic car wash located at 811 West Union Street was sold. Chris, who had been operating the family business since 1976, took over the original car wash location at 835 West Union Street with his wife Sheila. Since then, the car wash has been updated with two new Laserwash 360 Plus touch-free automatic car washes and new self-serve bay equipment. The self-serve bays now have multiple wash functions – pre-soak, high-pressure soap, high pressure rinse, hot wax, clear coat protectant, and spot-free water. Air dryers are available in select bays. The wash bays accept credit cards at the meter for customer convenience. Additional improvements included paint and illuminated signage, high efficiency boilers for hot water and the floor heating system, surveillance camera system, spot-free water system, new blow out weep system to conserve water, and a new vending machine with multiple product options.



You can find us on site daily making sure the wash bays are clean and the equipment is performing to customer expectations. All updates were made in hopes that our family-owned business will continue and transfer to generations to come.

Whether you're looking to buy washes, replenish an existing account or purchase a gift, we have something for everyone! Below are our current deals and offers.

**Please visit our website [whatacarwash.com](http://whatacarwash.com) to PURCHASE**

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### WASHES IN PACKAGES

Load or replenish an account with a preset quantity of a specific package.

Product Description
Ultimate Wash Package
Ultimate Wash Package - Buy 4 Washes Get 1 Free!
Product Description
Deluxe Wash Package
Deluxe Wash Package - Buy 4 Washes Get 1 Free!
Product Description
Express Wash Package
Express Wash Package - Buy 4 Washes Get 1 Free!
Product Description
Wet Wash Package
Wet Wash Package - Buy 4 Washes Get 1 Free!

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### WASHES WITH FUNDS VALUES

Load or replenish an account with a preset value. Redeem on any wash package!

Product Description
\$15 Funds Value
\$25 Funds Value
\$50 Funds Value - Save 20%
\$75 Funds Value - Save 25%
\$100 Funds Value - Save 30%
\$200 Funds Value - Save 35%