

FALL 2012

# CAR WASH

## MAGAZINE

### COVER STORY

CAR WASH Magazine Presents:

# The View From

## HOW IS THE CAR WASH INDUSTRY PERFORMING?

Where do we think it's going? How does it compare to last year? These are common questions in the car wash industry, but there is frequently a lack of hard data to cite in a response. Over the last few years, the International Carwash Association has developed tools that have helped in this assessment: the annual equipment sales report has allowed us to evaluate North American and global equipment sales as an indicator of car

wash investment (see the summer 2012 edition of *CAR WASH Magazine*). The newly launched Wash Count™ program is providing new insights as to how car washes are performing overall and compared to other car washes. But, in an effort to provide additional perspective, *CAR WASH Magazine* has asked several leaders in the industry to share their evaluation on where they think the industry is heading and how it is performing today.



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*MA-FRA Spa, a chemical company with almost 50 years of success, is one of Europe's largest providers of vehicle cleaning chemicals for professional car washes, motorbikes and sailing boats.*