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Welcome to the industry!
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Top 50 Profile: Ultra Car Wash

04/30/2009

Company Name:

Mammoth Holdings LLC
Year Founded: 2002
Founders: Chip Hackett, Brad Thomas and Gary Dennis
Current President/CEO: We don't have titles

Number of Locations: Five
Carwashes Located in: Alabama and Georgia
Wash Process: Exterior express
Carwash Equipment Used: Various
Add-on Profit Centers: Not disclosed

MCC: To what do you attribute your company's success?

Ultra Car Wash: We believe we do a reasonably good job of hiring the right people and motivating them in ways to get them to think and act as owners. We constantly assess our employees, and those that show the right attitude and work ethic get additional responsibilities.

At the same time, we take an honest assessment of struggling employees and then try to salvage them if possible. We share financial information and goals with our managers so they know where they stand in both absolute terms and relative to each other. We also give quarterly reviews and bonuses to every employee.

MCC: What sets your carwashes apart from the competition?

Ultra Car Wash: If we had a secret formula for beating the competition we'd be geniuses. Rather, we think the key is to do a lot of different things just 1 percent better, so that the overall experience is better for the customer. Site location, building design, overall appearance, employee friendliness and attitude, signage, wash quality, processing speed ... there are literally hundreds of areas to focus on being just a little bit better.

MCC: What are the three most important factors to staying successful during the current recession?

Ultra Car Wash: With customer frequency down, we feel it is important to focus more than ever on customer service and let customers know we appreciate their business. We are looking to decrease and increase spending at the same time. We are monitoring our expenses very closely, especially those that don't affect the customer experience.

However, during difficult times, we feel it is more important than ever to make sure we are funding our marketing and advertising programs effectively. We are also being very careful to maintain our equipment in good working order, and we are actually adding equipment where appropriate to deliver the best wash possible.

MCC: What has been your most successful or rewarding marketing program?

Ultra Car Wash: We can't point to any single program. Instead, we are trying to develop numerous marketing programs that reach to the grassroots level of each location. We think it is more important now than ever to get as



(From left) Ultra Car Wash founders Gary Dennis, Chip Hackett and Brad Thomas



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close to our customers as possible.

Our business is highly localized, and we believe it is imperative to do the small things necessary to be known within the community. Often, these marketing efforts are not very expensive.

MCC: How important has environmental stewardship become in your business practices and marketing messages?

Ultra Car Wash: Environmental stewardship is an important marketing message, and we feel our industry is in a good position to promote this topic. More importantly, we believe there are tremendous cost savings to be had by focusing on our inputs, such as water and electrical use.

We have had very good results by making investments in the latter and have seen our electricity costs fall dramatically. This is even more important in an environment where top-line revenues are under pressure.

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