



Vehicle Wash Systems

A DOVER COMPANY

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NEWS RELEASE

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Coming Soon to a Car Wash Distributor Near You: PDQ Manufacturing's ProTouch® ICON Road Show Trailer

De Pere, WI (November 16, 2012) – PDQ Manufacturing, Inc., an industry-leading manufacturer of in-bay automatic vehicle wash systems and the host of the car wash industry's first-ever live Internet product launch, has found another innovative way to bring the company's message to the masses with the launch of its ProTouch® ICON Road Show Trailer. The trailer will travel the country and make appearances at PDQ distributor facilities, selected trade shows, and most importantly at customer locations, offering on-site demonstrations of the new ProTouch® ICON Friction Car Wash System to existing and potential PDQ customers.

"We're always looking for different ways to introduce our products to the market, and since we have a new exciting option for a friction wash, we knew we needed something different to take out to customer sites and also to get our channel partners online," explained Ken Dollhopf, PDQ's Vice President of Marketing and New Business Development. "In a lot of ways we can do more with the Road Show Trailer than we can at a trade show. It gets our sales force involved and gives us a true one-on-one connection with the customer."

The focal point of the Road Show Trailer is an actual, full-size ProTouch ICON three-brush gantry. Fully operational, the gantry runs through a complete wash cycle (minus the water), complete with a voiceover that explains the wash process, and accompanied by flashing lights and futuristic music. The front portion of the trailer is a mock-up of a typical car wash equipment room so the visitor can observe the system's various components. The rear of the trailer is designed as an office, complete with Internet access that allows visitors to view, in real-time, the wash's performance characteristics and operational status. The office computer also allows PDQ personnel or a distributor to provide additional information about the ProTouch ICON or any other PDQ wash, dryer and entry system to the visitor, offering a full service mobile sales tool sure to impress everyone.



The innovative three-brush gantry system on the ProTouch® ICON offers superior aesthetics and an array of revenue-generating features, such as Gen 5 Intelligent Brush Control, ProGlow Illumination Effect System, ProFlow Pressurized Fluid System, Wheel Cleaning System and SwingAir® Oscillating Dryer System. Additionally, the ProTouch ICON features the industry's largest wash envelope, which makes vehicle positioning easy. For wash operators, it offers an advanced wash-control system that uses a Web browser interface to allow Internet access to all key equipment functions without the need for special software.

The Road Show Trailer's inaugural trip occurred in late October with a swing through North Dakota and Minnesota, including a stop at the North Dakota Petroleum Marketers Association's Convention and Trade Show. It is scheduled to work its way through Indiana, Kentucky, Ohio, Pennsylvania, Maryland, Virginia, North Carolina,

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South Carolina and Georgia through the end of the year, and then hit key target markets in Florida in January and February 2013.

For more information about PDQ's new ProTouch® ICON Friction Car Wash System, please visit www.pdqinc.com.

About PDQ

PDQ Manufacturing is recognized as the technological leader in vehicle wash systems, providing superior quality, outstanding support, and products that contribute to our customers' profitability. Brands include LaserWash® and ProTouch® In-Bay Automatic Vehicle Wash Systems, SwingAir® and MaxAir® Dryers, Access® Customer Management Systems, Cortex, WALs. Products are sold and supported worldwide through an extensive distribution network. For more, visit www.pdqinc.com or call (800) 227-3373.

