



Vehicle Wash Systems

A DOVER COMPANY

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NEWS RELEASE

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PDQ Makes History With "LaserWash LIVE," The Car Wash Industry's First Live Internet Product Launch

De Pere, WI (October 1, 2009) — Befitting the introduction of a unique and innovative new product, PDQ Manufacturing, Inc., went high-tech with the launch of its latest LaserWash® In-Bay Automatic Vehicle Wash System. On Sept. 23, the company hosted "LaserWash LIVE," which was billed as the car wash industry's first-ever live Internet product launch.

"This is a very high-tech and innovative product and we wanted an exciting and innovative way to present it to the industry," said Ken Dollhopf, PDQ's Vice President of Marketing and New Business Development, and the host of the LaserWash LIVE online presentation. "We're excited about this product, and what's more exciting than just the product is that we're able to bring this to all of our customers in an online format."

A recording of the webcast event can be viewed by going to www.pdqinc.com and clicking on the "Watch The Webcast" banner at the top of the page.

The new LaserWash uses Smart 360™ Technology that enables the machine to instantly respond to the dynamic wash conditions in the bay. This cutting-edge technology provides its users with increased wash volumes, improved revenue per car and reduced operating costs, all at an attractive price and with a rapid return on investment. During the Internet product launch, attendees were introduced to all of the features and benefits of the new LaserWash system, viewed videos of actual vehicles being washed, got a glimpse inside the PDQ manufacturing facility where the latest LaserWash will be produced, and were able to ask questions about the new system via an interactive chat room with Dollhopf and other PDQ staff members providing answers in real-time.

PDQ President Mike Savignac teamed with CFO Deb Schultz for a ribbon-cutting ceremony that kicked off the 53-minute Internet presentation and officially announced the availability of the new LaserWash.

"Voice of the customer feedback was used in this process to develop the new LaserWash," said Savignac as he addressed the Internet audience. "In that, we worked with you, individual operators across the world, to find out what was most important in terms of features and functions with your car wash, and we heard you loud and clear. You wanted increased car wash speeds, the ability to process more cars on a busy Saturday afternoon, ways to increase revenue per car, reduce operating costs, and we took that into account with this product."



The above image is a screen capture from PDQ's LaserWash LIVE Internet product launch. Viewers could see the new LaserWash inside PDQ's facility where the product will be manufactured.

One of the highlights of the Internet product launch was a trip to the Suamico CITGO location in Suamico, WI, where site owner Jim Johnson has been field-testing a new LaserWash system since March of this year. Johnson, who has been using a pair of LaserWash 4000 machines at his site for the past 10 years, let the audience know just how efficient the new LaserWash could be.

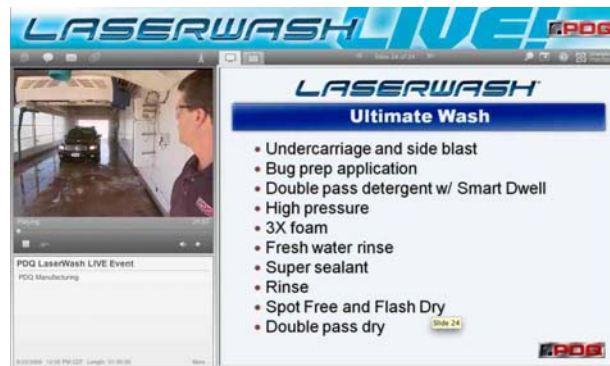
“There’s been quite a bit of volume difference,” said Johnson. “The new LaserWash is a lot quicker, a lot faster and a lot easier on the customer. The cars are through it real quick—six cars with the new LaserWash to one for the old system. We also use less soap, less water and less power. There’s also a better perception for the customer; it’s a lot easier to get in, they’re not fighting a treadle. That’s the top thing—making it easier for the customer to get in and out.”

In the end, LaserWash LIVE was a cutting-edge way for PDQ to show why it’s the world’s largest and most respected manufacturer of touch-free vehicle wash systems, and how the new LaserWash reinforces its commitment to the customer.

For more information about PDQ’s LaserWash In-Bay Automatic Vehicle Wash System, or any of its lines of car wash equipment and accessories, please call (800) 227-3373 or 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® In-Bay Automatics, MaxAir™ Dryers, Access® Customer Management Systems, Tandem® RiteTouch Vehicle Wash Systems and WashTools Conveyorized Tunnel Systems. Products are sold and supported worldwide through an extensive distribution network. For more information, visit www.pdqinc.com or call (800) 227-3373.



During the LaserWash LIVE Internet product launch viewers were able to see a site that had been using the new product since March.

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