

Access[®] Wash Activation System

PDQ's **Access** Wash Activation System was the first to offer dollar bill dispensing, and still offers the industry's most secure vault. **Access** continues to innovate and provide customers with simple solutions for that age old question of, "How do I generate more revenue at my carwash?" See below for several ways that **Access** can help you enhance the carwash experience for your customers and for your bottom line.

Utilize these easy-to-implement features to boost your earnings:

Ad screens (cross-marketing):

Sell advertising space to local businesses and create custom templates on the **Access** unit's full color LCD screen for your customers waiting in line.

PAP codes:

Interface your carwash to your gas pumps and sell carwashes directly through your pumps with a POS interface. Increase revenue by using the wash to drive fuel sales with a discount on fuel when a wash is purchased or on the wash if fuel is purchased.

Buy up:

When a customer selects a lower priced wash package, upsell that customer to a higher package with on-screen prompts outlining additional services and benefits. Increase profits by boosting your average wash price per vehicle.

Discount codes:

Create discount codes for special promotions and then use the **Access** reporting capabilities to track how many times that discount was redeemed. Increase revenue by driving traffic to your site with advertised discounts.

Time/day based pricing:

Create promotions built around slow times or days by offering discounts. These promos can be configured in the **Access** unit to automatically turn on and off at specified times and/or expire on a preprogrammed date. Increase revenue by attracting business with pre-programmed time specials.

Loyalty Program:

With the optional Wash Access Loyalty System (WALS), maximize the revenue generating capabilities of the **Access** unit by offering loyalty clubs, specials, fleet accounts, fundraiser programs, and promotional campaigns to further increase traffic to your site.

See reverse side for more details on the WALS solution.

Access N-Series



- Completely cashless with card/code entry only
- Full remote programmability
- Full reporting capability
- POS options
- WALS/Cortex Compatibility
- Interfaces with Access gate and RFID system

Access B-Series



- Cash/coin/card/code in with coin out
- Full remote programmability
- Full reporting capability
- POS options
- WALS/Cortex Compatibility
- Interfaces with Access gate and RFID system

Access S-Series



- Cash/coin/card/code in with cash out
- Secure vault with integrated bill stacker
- Full remote programmability
- Full reporting capability
- POS options
- WALS/Cortex compatibility
- Interfaces with Access gate and RFID system

Feel comfortable in your decision to purchase PDQ Equipment. We are proud to be part of **DOVER** CORPORATION A Fortune 500 Company.

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Access® Wash Activation System

Customize your customer experience with PDQ's advanced marketing package.

Utilizing our in-house graphics team and production capabilities, PDQ's Access entry station can be customized with distinctive decals, screen graphics, and sign toppers to display your company's brand and image.

Whether you have an idea that you want to see come to life, or you want our team to create one for you, we can help you promote your site with our experienced marketing team and our advanced marketing packages.

Also, be sure to take advantage of the dynamic marketing opportunities the **Access PayGlow Illuminated Payment System** has to offer. A glowing beacon outside your wash bay can be a highly effective way of drawing more attention to your wash site and encouraging consumers to take notice. Tie unique promotions into the color of the glow and keep your customers coming back again and again.



Create Customer Loyalty with WALS

PDQ's Wash Access Loyalty System (WALS) is the ideal solution for increasing revenue at your carwash. Create loyalty clubs, fleet accounts, fundraiser programs, and promotional giveaways with ease by implementing PDQ's WALS solution.

Current Special: Utilize the Current Special function to create and sell loyalty club memberships right from the face of the Access unit. Customers are given the opportunity to purchase discounted wash packages in bulk and receive a unique member code to redeem those washes at a future date. Increase revenue by selling multiple washes at once instead of one at a time.

Replenishment: Utilize the Replenishment function to allow your loyalty club members to replenish their loyalty accounts right from the face of the Access unit. With current special and replenishment turned on, your customers can now sign up for, and maintain, their own account balances without having to interact with any wash employees.

Fleet Accounts: Create fleet accounts inside your WALS solution with the option of pre-pay or post-pay washes. Track individual wash redemptions and easily create reports to send to your business partner outlining their usage for the month. Increase revenue by attracting fleet accounts to generate additional business.

Fundraiser Programs: Connect with the community by offering fundraiser programs to local organizations. Use WALS to create one-time use codes that can be easily downloaded and inserted into customizable coupons that can then be sold to groups or organizations.

Promotional Giveaways: Market your carwash by creating promotional wash codes and handing them out to would-be customers at local events. Partner with local businesses to cross-market your wash with their enterprise. Sell a bulk number of your promo codes to a local business owner to give away with purchases at their business. Enable Buy Up on the Access unit to prompt customers looking to redeem their free wash code to buy up to the next available package.



Access PayGlow Illuminated Payment System shown on Access S-Series with optional sign topper



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