

2023  
2024

**WASHWORKS UNIVERSITY**  
ACADEMIC GUIDEBOOK



# OVERVIEW

Wash Works University provides a wide range of courses and the most comprehensive live training to prepare anyone for a successful career in the car wash industry.

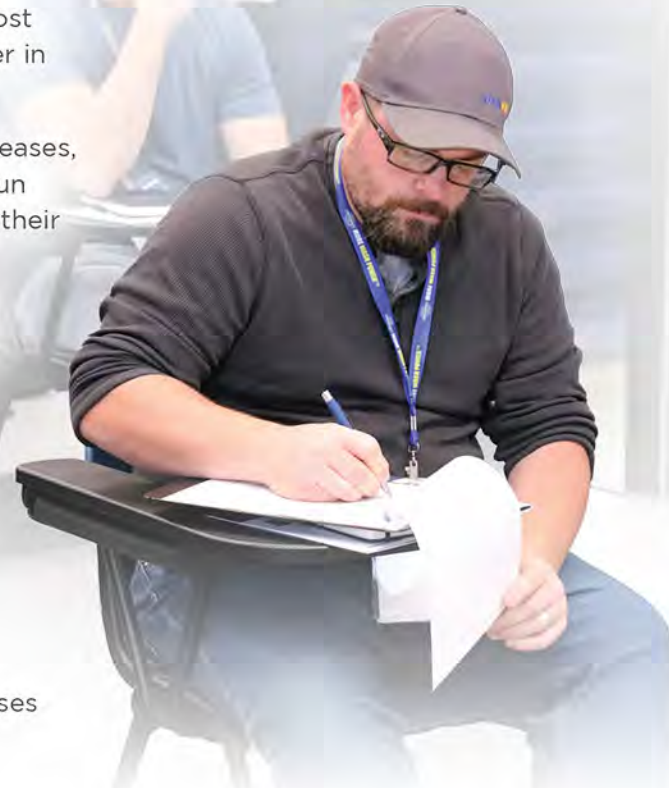
As the need for professionally trained managers and employees increases, Wash Works University provides customizable training as well as a fun learning atmosphere to engage attendees at all levels, regardless of their experience in the industry.

Whether you are a complete novice or seasoned professional, Wash Works University provides hands on courses to help you gain the knowledge required to be successful in the car wash industry.

Wash Works University can also help increase revenue, decrease expenses and make life easier by offering the most up-to-date technology, safety and equipment training.

Utilizing our state of the art, modern, hands on learning environment, Wash Works University creates the managers of the future and drives success in the car washes of today.

Come take a tour of our extraordinary learning facility, enroll in courses that will challenge and enrich your mind, and become a successful operator of tomorrow.



# THE CENTER FOR CAR WASH EXCELLENCE

Brought to you by Motor City Wash Works®, our high-tech high touch, multi-million dollar training facility is open and currently hosting classes for car washers from around the globe.

This 7,000 square foot facility combines the latest car wash equipment technology with the most comprehensive training classes available in the industry - all to help you maximize your revenue and decrease expenses.

Featuring hands-on work stations, a fully automated car wash system, comfortable and private offices plus a 25-seat stadium style theatre; the facility is designed for specific learning. Plus, attendees get to work with industry professionals and engineers to help take your business to the next level.

- Includes DRB, Micrologic, Hamilton and Washify POS
- Advanced distributed machine control (Cruzcontrol™)
- Conveyor and Fleet Clean product lines

From repair and maintenance to advanced management and finance classes, the Center for Car Wash Excellence at Wash Works University helps you drive top line revenue and increase bottom line profits.



**Wash Works University provides a wide range of courses and the most comprehensive live training to prepare anyone for a successful career in the car wash industry.**



**SIGN UP NOW AND  
BECOME A PRO DAY ONE!**





# SAFETY



## CAR WASH SAFETY: (2 DAY COURSE)

Protect your business with this in-depth course on car wash safety. The class focuses on equipment, chemical, electrical and personal safety.

\*Note: Your company may be eligible for insurance premium credits through Cross Insurance by taking this certified course.

## OVERVIEW OF TOPICS COVERED

- OSHA and the Role it Plays in Your Business
- Right to Know Business Board
- Safety Manual
- Operational Safety
- Electrical - Lock Out Tag Out
- MCWW Safety Bundle

### ORDERING INFORMATION - Training Courses

PART NUMBER	COURSE NAME	DESCRIPTION	TERM	PRICE
WWUCLASSCWS0101	Car Wash Safety	Protect your business with this in-depth course on car wash safety. The class focuses on equipment, chemical, electrical and personal safety. *Note: Your company may be eligible for insurance premium credits through Cross Insurance by taking this certified course.	2	\$1,395.00





# CHEMISTRY

## CHEMISTRY: (2 DAY COURSE)

Master the car wash craft by learning the importance, function and differences of all car wash chemicals, the five factors of cleaning and the benefits they provide for your customers' vehicles. The chemistry used is critical to the car wash, as it determines the overall quality of the finished vehicle.

## OVERVIEW OF TOPICS COVERED

- Wash Zones
- Chemical Balance
- PH and the Difference it Can Make
- The 5 Factors of Cleaning
- Water and What is in it
- Conditioners, Polishes, Wax, Sealants, and Ceramics
- Chemical Usage
- Dispensing Equipment
- Application Types

### ORDERING INFORMATION - Training Courses

PART NUMBER	COURSE NAME	DESCRIPTION	TERM	PRICE
WWUCLASSCHM0101	Chemistry	Master the car wash craft by learning the importance, function and differences of all car wash chemicals, the five factors of cleaning and the benefits they provide for your customers' vehicles. The chemistry used is critical to the car wash, as it determines the overall quality of the finished vehicle.	2	\$1,395.00





# MARKETING

## MARKETING AND MERCHANDISING: (2 DAY COURSE)

Learn how to make better business decisions and set strategic direction with strategic marketing training. Drive results at your wash by understanding integrated marketing communications, market research, brand communication and more.



## OVERVIEW OF TOPICS COVERED

- Branding
- Social Media
- Island Sales Training
- Unlimited Club Marketing
- Digital Advertising
- Guarding Your Reputation
- Tracking Results

### ORDERING INFORMATION - Training Courses

PART NUMBER	COURSE NAME	DESCRIPTION	TERM	PRICE
WWUCLASSMKT0101	Marketing and Merchandising	Learn how to make better business decisions and set strategic direction with strategic marketing training. Drive results at your wash by understanding integrated marketing communications, market research, brand communication and more.	2	\$1,395.00





# REPAIR



## EQUIPMENT REPAIR 101: (3 DAY COURSE)

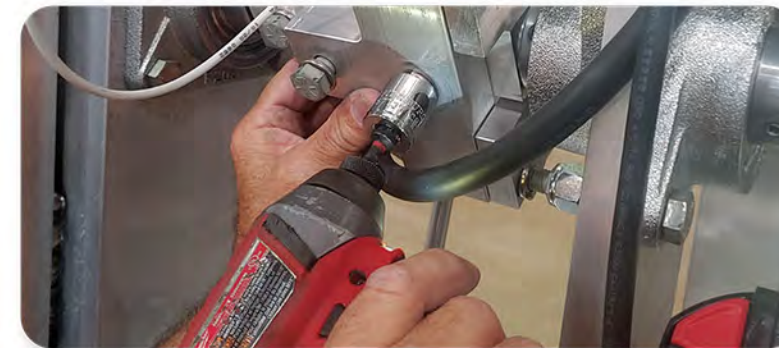
Avoid costly technician visits with a training class for light repairs and maintenance on each Motor City Wash Works® component. Empowers any employee to make timely minor repairs that will keep the wash running in top shape.

## OVERVIEW OF TOPICS COVERED

- Bearing Replacement
- Cylinder Seal Replacement
- Hydraulic Hose Replacement
- Shortening Chain
- Brush Replacement
- Belt Replacement And More...

## EQUIPMENT REPAIR 201: (3 DAY COURSE):

Learn how to perform medium repairs and maintenance on each Motor City Wash Works® component. Empowers most employees to make timely medium repairs that will keep the wash running in case of a breakdown.



## OVERVIEW OF TOPICS COVERED

- Motor Replacement
- Shaft Replacements
- Impeller Replacements
- Conveyor Take Up and Trap Door Replacement
- And More...

### ORDERING INFORMATION - Training Courses

PART NUMBER	COURSE NAME	DESCRIPTION	TERM	PRICE
WWUCLASEQR0101	Equipment Repair and Maintenance	Avoid costly technician visits with a training class for light repairs and maintenance on each Motor City Wash Works® component. Empowers any employee to make timely minor repairs that will keep the wash running in top shape.	3	\$1,895.00
WWUCLASEQR0201	Advanced Equipment Repair	Learn how to perform medium repairs and maintenance on each Motor City Wash Works® component. Empowers most employees to make timely medium repairs that will keep the wash running in case of a breakdown.	3	\$1,895.00



# MANAGEMENT

## MANAGEMENT 101: (3 DAY COURSE)

Learn the basics of car wash management. Gain knowledge about general employment and best practices to ensure a profitable operation. Drive incremental revenue and eliminate wasted time and effort to ensure the success of your car wash.

### OVERVIEW OF TOPICS COVERED

- Safety Overview for Management
- General Management
- Hiring
- Staffing and Scheduling
- Employee Training
- Reporting
- General Administrative Duties
- Damage Claims (In Depth)

## MANAGEMENT 201: (2 DAY COURSE)

Learn how to handle conflict, develop collaboration and create high performing teams that will help control your single largest variable expense and streamline operations.

### OVERVIEW OF TOPICS COVERED

- Leadership Effectiveness and Human Capital
- Handling Conflict
- Collaboration and High Performing Teams
- Value Based Leadership



## MANAGEMENT 301: (2 DAY COURSE)

Learn about financial statements, forecasting and using data to make important business decisions. Dive deep into growth strategies to ignite high performance at your car wash.

### OVERVIEW OF TOPICS COVERED

- Cost Information and Decision Making
- Growth Strategy
- Financial Statements, Forecasting, and Decision Making



#### ORDERING INFORMATION - Training Courses

PART NUMBER	COURSE NAME	DESCRIPTION	TERM	PRICE
WWUCLASSMGT0101	Management 101	Learn the basics of car wash management. Gain knowledge about general employment and best practices to ensure a profitable operation. Drive incremental revenue and eliminate wasted time and effort to ensure the success of your car wash.	3	\$1,895.00
WWUCLASSMGT0201	Management 201	Learn how to handle conflict, develop collaboration and create high performing teams that will help control your single largest variable expense and streamline operations.	2	\$1,395.00
WWUCLASSMGT0301	Management 301	Learn about financial statements, forecasting and using data to make important business decisions. Dive deep into growth strategies to ignite high performance at your car wash.	2	\$1,395.00



# OPERATIONS

## CAR WASH OPERATIONS W/ POS: (3 DAY COURSE)

Dive deep into the general theory of functional car wash operations, operating procedures, position training, auto cashier operations, POS, reporting and all the necessary tools you will need on a daily basis to properly operate your car wash.

### OVERVIEW OF TOPICS COVERED

- Operational Safety
- Equipment and Back Room Safety
- Asset Familiarization
- Position Training
- Sales/Island Training
- Roles and Responsibilities
- Tunnel Alertness and Awareness
- Scheduling
- Opening and Closing Procedures
- Damage Claim Procedures and Activity
- Refund Procedures
- Tips and Tricks

#### ORDERING INFORMATION - Training Courses

PART NUMBER	COURSE NAME	DESCRIPTION	TERM	PRICE
WWUCLASSOPS0101	Car Wash Operations	Dive deep into the general theory of functional car wash operations, operating procedures, position training, auto cashier operations, POS, reporting and all the necessary tools you will need on a daily basis to properly operate your car wash.	3	\$1,895.00



# CRUZCONTROL

## CRUZCONTROL™ OPERATIONS: (3 DAY COURSE)

Learn how to put your wash on Cruzcontrol™ by automating the entire operation from maintenance work orders to inventory management and all related Cruzcontrol™ car wash administrative functions. The class focuses on Site Unite™, Site Track™ and Site Scan™, allowing your staff to spend more time focusing on your customers by automating both mundane and troublesome tasks.

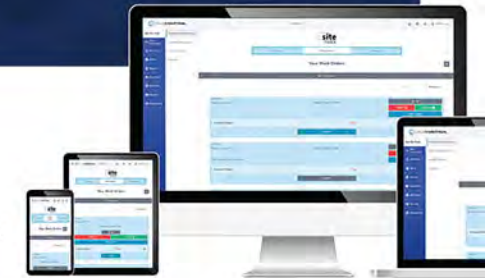


### OVERVIEW OF TOPICS COVERED

- Site Unite™
- Site Track™
- Site Scan™
- Maintenance Work Orders
- Inventory Management

## CRUZCONTROL™ EQUIPMENT: (3 DAY COURSE)

Become proficient in Gen 2 MCC equipment installation, troubleshooting and remote management. This course includes hands-on experience with an operational Gen 2 MCC and includes Site Command™ tunnel control software training and covers all general aspects of Cruzcontrol™.



### OVERVIEW OF TOPICS COVERED

- Site Command™
- Gen 2 MCC Equipment Installation
- Trouble Shooting
- Remote Management
- General Aspects of Cruzcontrol™

#### ORDERING INFORMATION - Training Courses

PART NUMBER	COURSE NAME	DESCRIPTION	TERM	PRICE
WWUCLASSCRUZ001	Cruzcontrol™ Operations	Learn how to put your wash on Cruzcontrol™ by automating the entire operation from maintenance work orders to inventory management and all related Cruzcontrol™ car wash administrative functions. The class focuses on Site Track™, Site Scan™ and Site Unite™, allowing your staff to spend more time focusing on your customers by automating both mundane and troublesome tasks.	3	\$2,295.00
WWUCLASSCRUZ002	Cruzcontrol™ Equipment	Become proficient in Gen 2 MCC equipment installation, troubleshooting and remote management. This course includes hands-on experience with an operational Gen 2 MCC and includes Site Command™ tunnel control software training and covers all general aspects of Cruzcontrol™.	3	\$2,295.00





# CUSTOM

## CUSTOM COURSE: (3 DAY COURSE)

Combine up to 4 courses into 3 days of WWU training. We will work together with your group to develop an agenda that combines multiple class topics to meet the needs of your group. This may be combined with other groups that have the same or similar needs.



**SIGN UP NOW AND BECOME A PRO DAY ONE!**

## OVERVIEW OF TOPICS COVERED

- Combine Up to 4 Classes
- 3 Days of Training
- Personalized Curriculum
- Learn Privately or with Another Group

## PRIVATE PREMIUM: (3 DAY COURSE)

Private Premium is a custom class that will give your group individualized attention and customized material. Combine up to four courses and receive premium services and all meals. (2 person minimum).

## TOPICS COVERED

- Combine Up to 4 Classes
- 3 Days of Training
- Personalized Curriculum
- Learn Privately
- Premium Services
- All Meals Included

## PRIVATE PREMIUM PLUS: (3 DAY COURSE)

Private Premium Plus is a custom class that will give your group individualized attention and customized material. Combine up to four courses and receive premium services. We will come to your site and do on site training with your team.

## TOPICS COVERED

- Combine Up to 4 Classes
- 3 Days of Training
- Personalized Curriculum
- Learn Privately at Your Site
- Premium Services

### ORDERING INFORMATION - Training Courses

PART NUMBER	COURSE NAME	DESCRIPTION	TERM	PRICE
WWUCLASSCUST001	Custom	Combine up to 4 courses into 3 days of WWU training. We will work together with your group to develop an agenda that combines multiple class topics to meet the needs of your group. This may be combined with other groups that have the same or similar needs.	3	\$2,295.00
WWUCLASSPPC0001	Private Premium	(2 person minimum) Private Premium is a custom class that will give your group individualized attention and customized material. Combine up to four courses and receive premium services and all meals.	3	\$2,795.00
WWUCLASSPPC0002	Private Premium Plus	We will come to your site and do on site training with your team.	3	\$9,995.00 (Starting At)





## COURSES TO IMPROVE YOUR CAR WASH GAME

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- OPERATIONS
- MANAGEMENT
- MARKETING
- MAINTENANCE
- REPAIR
- CHEMISTRY
- SAFETY

IMPROVE YOUR TEAM  
**OPERATE LIKE A PRO!**



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