



EXPRESS
WASH CONCEPTS

20 NOVEMBER, 2023

HOLIDAY OFFERINGS

IT'S BEGINNING TO LOOK LIKE THE HOLIDAYS

The holidays are fast approaching. We will need to ensure our customers are prepared for the weather by providing them with the cleanest cars during the winter months. Our holiday offerings are unmatched in the Midwest, so let's put on our holiday best by helping our customers understand the benefits of having an Unlimited Wash Club membership during the fall/ winter months. Below are the exciting offerings available during the holiday season:

50% off Holiday Sale

- Runs from Nov. 22 - Dec. 31
- Available on-site only, new member sign-ups only.
- Available on top two packages only.
- Mailer/Digital campaign running (mailer example shown for Clean, every brand has there own)



(Mailer Art Example)



(Email Example)

1 MONTH UWC GIFT MEMBERSHIP

- \$30 Moo, Ace, Clean, & Bee Clean
- \$25 Green Clean
 - Includes Holiday Insert

REGULAR GIFT CARDS W/ TRAVEL MUG

- \$60 Moo, Ace, Clean, & Bee Clean
- \$50 Green Clean
 - Includes FREE Travel Mug



3 MONTH UWC GIFT MEMBERSHIP

- \$90 Moo, Ace, Clean, & Bee Clean
- \$75 Green Clean
 - Includes FREE Box w/ Car Cleaning Supplies
 - Items that can be included in Box
 - Branded air fresheners - including any left over seasonal promo ones from fall or earlier. Moo specific - if you have giveaway air fresheners you can use these as well.
 - EWC Dash wipes and other single use dash wipes off retail wall
 - \$1 blue microfiber towels off retail wall
 - Single use ArmorAll, sponge items, spray bottles
 - Bug & Tar Wipes

