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Magic Wand Introduces Car Wash Operator-Oriented Website

Bristol, VA, January 2, 2009 – Magic Wand, a leading manufacturer of self-serve and automatic car wash equipment, is pleased to announce the launch of its new and improved website, www.MagicWandCarWash.com. The updated site is designed to help new car wash operators find important information on starting a car wash and developing a business plan, as well as providing Magic Wand product and industry information. For the existing operator, there is also a simple way to find and order replacement parts, as well as a place for operators to feature their car and truck wash businesses.

“We have a dedicated customer and dealer base, which our new site highlights, and we provide a lot of helpful information to people just starting out in the car wash business,” said Magic Wand president Bill Daugherty. He added, “There has been a lot of interest in our new E-Series in-bay automatic, which is also included on the site.”

The new and improved website offers a more user-friendly layout as well as an updated look and new sections, including Customer Testimonials, Frequently Asked Questions, and Order Parts. Enhanced cash flow projection models have been added to the Starting a Car Wash section, which provides guidance to prospective operators and to existing operators seeking to expand. Additionally, a new section on News and Events has been added for convenient access to Magic Wand news, as well as monthly promotions.

Product videos help visitors see Magic Wand equipment in action, while a new section featuring Product Manuals provides a convenient reference for longtime customers. New website content will be added monthly.



About Magic Wand, LLC

Since 1962, when Magic Wand opened the world's first self-serve, coin-operated car wash, the company has established itself as a premier manufacturer of self service and automatic car wash systems. Today, Magic Wand's products continue to be recognized for their superior engineering – and high-reliability design and construction. Its customers span the globe, and many are multi-generational car wash operators. Magic Wand's equipment has been installed in every continental state of the U.S., plus Alaska and regularly exports car wash systems to Europe, the Middle East, and Asia. The company leads the industry with touchless automatic car wash systems using the patented Vortex nozzle and continuously works to improve equipment performance and durability. Magic Wand is proud to serve the needs of its operators by offering the most reliable and broadest range of car wash equipment on the market.

More information about Magic Wand is available at www.magicwandcarwash.com.

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