

How To Market Your Carwash More Effectively

With The SiteWatch® Xpress Pay Terminal From DRB Systems.



Our SiteWatch Xpress Pay Terminal (XPT) is more than a fast and efficient self-pay station; it's also a powerful marketing tool. Designed for full-service express lanes and self-pay exteriors, the XPT is packed with features that will help you reach new customers and encourage your "regulars" to return more often. Here are just some examples:

Built-In Barcode Reader – Promote your self-pay station with discount coupon mailers and newspaper ads by using the XPT's built-in barcode reader. Customers just place the coupon's barcode under the reader, and their discount is applied automatically. Discounts can be good any time, or only during designated periods. Coupons can be voided after one use. Our built-in barcode reader also reads VIP club cards, so you can offer your best customers a 10th wash free, or a discount on every visit. The XPT's color screen will even show a new menu with special options to your club members.

Intelligent Receipts – Use the XPT to turn your receipts into sales tools. Our self-pay terminal can print different selling messages on receipts tailored to different customers based on the wash they purchased, their membership in your VIP club or other factors. Receipts can also be loaded with prepaid washes for added customer convenience.

Prepaid Cards With No Transaction Fees – Put the power of prepaid cards to work for your wash. The XPT lets you load prepaid cards with wash units or cash value (so customers can purchase different wash options on different visits). If you have multiple sites, the same prepaid card can be used at all of your self-pay stations. Plus, there's never a fee on prepaid card transactions with the XPT.

Advanced Audio-Visual Features – Available in English and Spanish, the XPT's audio-visual messaging system guides customers through the selection process in a friendly, professional fashion.

What's next? Learn more about our self-pay station by visiting www.drbsystems.com or call us at **1-800-336-6338**.



DRB Systems, Inc.

Multi-Site & Multi-Profit Center Marketing

The XPT is an effective marketing tool if you have one location or multiple sites. For example, it lets you run the same prepaid and loyalty promotions at all of your locations. You can also sell prepaid cards at your convenience store or tunnel wash, and have customers use them at your unattended bay across town. Or, you can run the same dollar-off newspaper coupon ad for your tunnel wash and your automatic bays.