

Petrol PLAZA

USA: Dash In unveils all-new neighborhood store concept

The fully integrated store hosts 16 fueling positions and features a 85-foot eco tunnel conveyor car wash.



Dash In, a Wills Group company, announced the grand opening of an all-new neighborhood store concept in Clinton, Maryland. This Prince George's County Splash In is the first among Splash In's 42 locations across the Mid-Atlantic region to feature car wash membership club.

The 85-foot eco tunnel conveyor car wash sits on the new Dash In lot and features a belt conveyor capable of washing low-profile vehicles and dual rear wheel pickup trucks. The Belanger Spin Rite wash equipment uses soft foam brushes with gentle rotations to get maximum coverage on the vehicle.

The site also debuted its first-ever car wash membership club where members can subscribe to three levels of unlimited car wash packages, including The Best, The Boost, and The Basic. "The Splash In Unlimited Car Wash Club is an easy and cost-effective way to meet our customer's total car-wash

needs, allowing them to wash and vacuum their vehicle every day for the price of essentially two single washes,” said Mike Mulhern, Director of Splash In ECO Car Wash.

“Whether a quick bite from our Craveable Menu, fuel for a vehicle, or a frequent car wash, this new, fully integrated site provides a one-stop shop to meet everyone’s needs”, said Dash In President Julian B. Wills.