



## USA: Sonny's Car Wash acquires Slam

**SLAM is a full-service carwash marketing agency.**



Sonny's The Car Wash Factory has announced the acquisition of SLAM, a highly specialized full-service marketing agency with deep roots in the carwash industry.

SLAM's services include branding, web design, digital and traditional advertising, social media services, content creation, sales training, marketing consulting, business listing and localization search, and unlimited campaign management.

"In 2001, when our parent company BCLIP Production was just getting started, Sonny's was the first customer to give us a real project. Eighteen years later, we have a few more projects under us and a lot more knowledge. We're looking forward to being a part of Sonny's and continuing to help operators succeed," said Mike Berlin, vice president of SLAM.

Carwashes such as Zips, Sparkling Image, Eager Beaver, Benny's Car Wash, Delta Sonic and Mike's Car Wash have all trusted Mike and Bubba Berlin for sales, marketing and training services

"SLAM is a partner we have known for years, and what excites me most is the reputation Mike and

Bubba Berlin have established, which is largely attributed to their agency delivering results,” commented Paul Fazio, CEO of Sonny’s.

“For a wash to win today, operators need to think and deliver across the entire spectrum of marketing, from branding to web design to digital marketing,” said Kati Pierce, senior vice president at Sonny’s.