



ZIPs Car Wash unveils new prototype in Missouri

The brand's new site combines a new technology in the tunnel system with an enhanced driver flow and expanded self-serve detailing centre to enhance the customer experience.

ZIPs Car Wash has opened a new prototype car wash in Webb City, Missouri, that includes a new wash design that improves brand visibility. The installation combines new technology in the tunnel system with an enhanced driver flow and expanded self-serve detailing centre to deliver an improved customer experience.

ZIPs equipped the new facility with an entry correlator at the front of the wash for safer loading, a new water reclaim system to reduce use, an express only member lane for quick and easy tunnel entry and expanded the free vacuum area with new equipment. The company hosted a ribbon cutting ceremony for the opening of the new facility, where company representatives and local press attended.

"We are thrilled to kick off the celebrations at our newest location in Webb City as it begins a new era in car washing for us. This development shows off the next generation of our brand and we are so excited to open it in Webb City, with the help of so many vendors and partners to make this vision a reality," said Mike Corey, Chief Development Officer of ZIPs Car Wash.

The new prototype was developed over the last year and includes new car wash technologies and amenities that the brand will model in future developments. The growing chain has more prototype stores to develop over the next 12 to 18 months.