



October 31, 2022

To Whom it May Concern:

Below is a summary of key findings for a study conducted by our firm, Amplify Car Wash Advisors, on the express car wash market surrounding 83rd Street & Illinois Route 59, Naperville, IL.

- According to the attached eSite Analytics report, there are approximately **256,624 people that live within a 5-mile radius** from the proposed car wash site at 83rd Street & Illinois Route 59, Naperville, IL, USA (pg 1)
- Of the total surrounding population, **over 200,000 people are of driving age** (pg. 1-2)
- Additionally, there **87,594 households** in the local market. **The average household has just over 2 vehicles**, with over 70% of households having more than 2 vehicles (pg. 12)
- According to a 2021 study conducted by the International Car Wash Association, **77.5% of consumers today use professional car washing services** – up from 47.6% in 1996. Additionally, **62% of consumers that use professional car washing services prefer express car washes** as their primary choice (“Do-it-Yourself” to “Do-it-for-Me” consumer trend).
- Given the above data, it is assumed that there are **more than 85,800 vehicles that will have demand for express car wash services**  $(87,594 * 2.04) * 0.78(.66) = 85,861$
- According to the same ICA study referenced above, the average consumer washes their vehicle approximately 2 times a month. This would suggest a **total demand of 2,060,673 express car washes per year** within a 5-mile radius  $(85,800 * 2) * 12 = 2,060,673$
- High-volume express car washes have total capacity of roughly 200,000 car washes per year. This would imply that **the local market could tolerate 10 or more express car washes** to sufficiently meet consumer demand within a 5-mile radius (**there are currently 5**)

Kind Regards,

*Chris Jenks*

Christopher Jenks, CFA  
Chief Operating Officer



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