

FOR IMMEDIATE RELEASE

DRB® Helps Car Wash Operators Add 132,000+ Monthly Wash Plan Members So Far in 2024

Akron, OH – October 1, 2024 – DRB, a Vontier Company (NYSE: VNT) and leading provider of car wash and vehicle care technology, announced that, through its SUDS consultants, it has helped car wash customers add more than 132,000 unlimited wash plan members so far in 2024. This equates to an estimated \$36 million in revenue over the lifetime of the members, all generated through the marketing and analytics expertise of the SUDS team.

“Acquiring new members in a competitive environment requires the right expertise, technology and data. We are thrilled to see the incredible results our SUDS consultants have helped our customers achieve,” said DRB President Devon Watson. “These results are a testament to the power of strategic marketing combined with our advanced technology solutions.”

One example of the significant membership growth possible with DRB comes from WASHGUYS in the Dallas area. The car wash business engaged the SUDS consultants from DRB to boost plan membership. They achieved a 150% increase in plan members in just one year. Armed with WASHGUYS’ POS data, the DRB team also recommended a price change. WASHGUYS saw the percentage of customers choosing their top package skyrocket from 13% to 42% on retail sales and from 55% to 74% on memberships.

Similarly, Kentucky-based Cheetah Clean experienced a surge in wash plan membership after working with DRB on a new site grand opening. CEO Jeff Fields aimed to obtain 1,000 members for the new location within 90 days. DRB/SUDS implemented a Go-to-Market strategy that included print and digital ads and an aggressive membership promotion offering two months for \$20. Cheetah Clean exceeded its membership goal by 175%, with over 2,700 members by the end of the campaign.

“Being that the SUDS consultants had backend access to DRB POS data makes the entire go-to-market more seamless for the Cheetah team,” Fields said. “The last one we did was a massive success.”

About DRB

As the car wash technology leader for 40 years, DRB is the ultimate partner for operators who seek rapid ROI, unparalleled membership growth and unwavering reliability. Our technology is designed to give operators the tools they need to maximize their car wash investments. From groundbreaking point-of-sale technology to marketing automation that drives traffic, DRB enables data-led business decisions and scalability that helps car washes thrive while delivering extraordinary customer experiences. Choosing DRB means connecting with a partner that is committed to car wash business success. Learn why leading car wash operators choose DRB:

www.drb.com

DRB is part of Vontier (NYSE: VNT), a global industrial technology company uniting productivity, automation and multi-energy technologies to meet the needs of a rapidly evolving, more connected mobility ecosystem. Leveraging leading market positions, decades of domain expertise and unparalleled portfolio breadth, Vontier enables the way the world moves – delivering smart,



safe and sustainable solutions to our customers and the planet. Vontier has a culture of continuous improvement and innovation built upon the foundation of the Vontier Business System and embraced by colleagues worldwide. Additional information about Vontier is available on the Company's website at www.vontier.com.

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