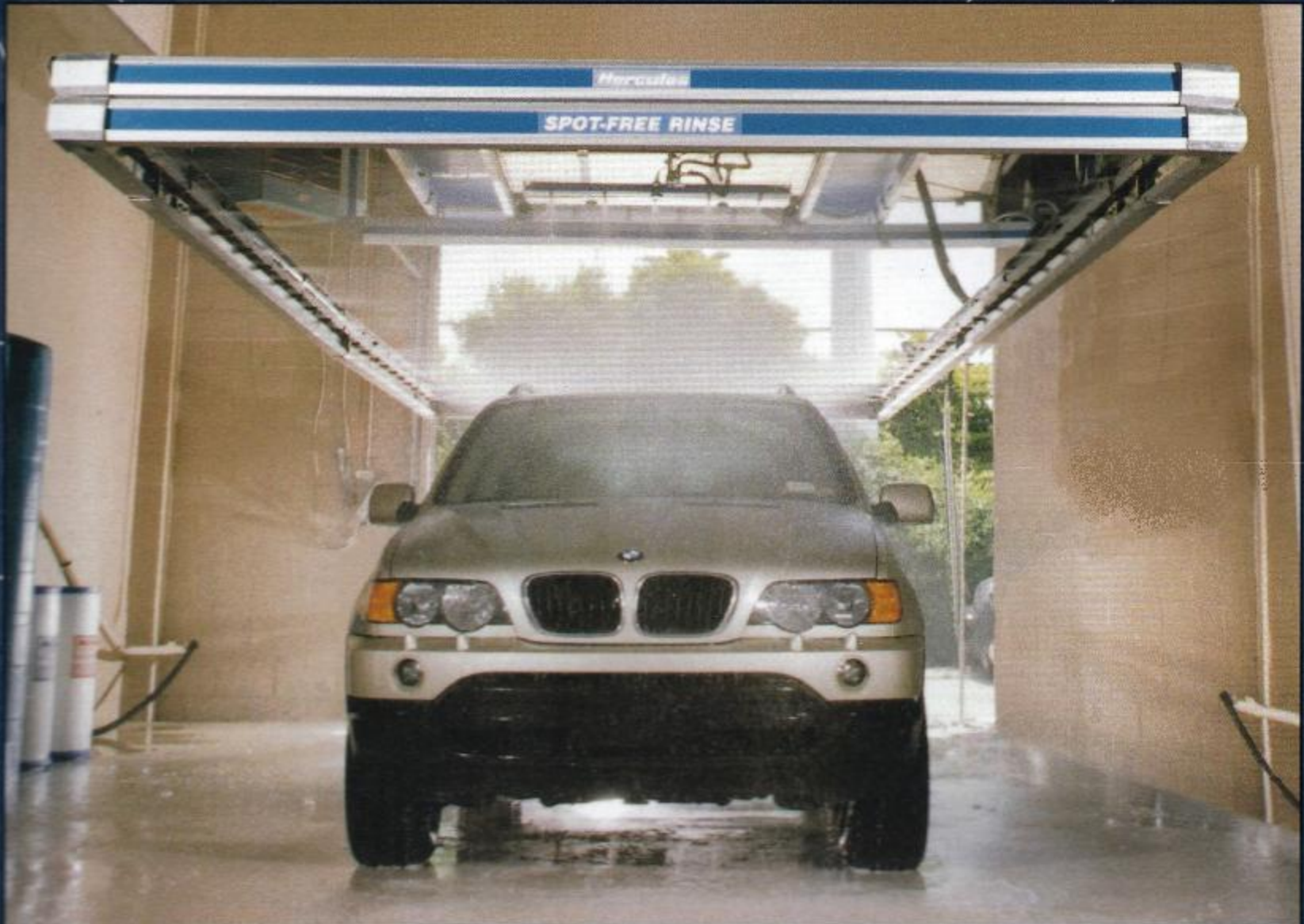


# Hercules

**POLISHES YOUR IMAGE**









## 6 SIMPLE STEPS WASH, WAX AND SEAL

1. Vehicle is pulled under rectangular frame. Operator activates pneumatic system by pressing wash button. Frame rinses vehicle in 8 seconds with 52 brass water jets on the downstroke.



2. Frame stops at hub-cap level. Chemical pumps are activated. Frame rises, spraying water and environmentally safe biodegradable chemical over entire vehicle in 8 seconds.



3. According to the size of the vehicle, 2, 3, or 4 minutes elapsed time is provided by a high tech electronic computer. **This time allows operator to use the applicator to break the static bond.** Dirt is easily washed away on rinse cycle.



## 6 SIMPLE STEPS WASH, WAX AND SEAL

4. High pressure air-water gun is used to remove disc brake film, ice, snow and caked on mud under wheel arches, undercarriage as well as degreasing the engine compartment.



5. Bell signals end of detailing cycle. Frame automatically lowers and rises, rinsing the vehicle in under 16 seconds.



6. Frame completes the final cycle applying protective hi-glo paint sealant to vehicle — producing high shine. Where applicable, optional **spot-free rinse** sprays deionized water eliminating chamois or towel drying for a "showroom shine".





***Bobby Murray***  
TOYOTA • MITSUBISHI



February 8, 2008

Hercules Systems ,Inc  
95 West Hills Rd.  
Huntington Station, NY 11746

Dear Robert Mann,

It has been about 1 year now since we installed the Hercules Car Wash System in our dealership and I would like to express how delighted we are with the system and it's performance.

Prior to installing your system we were only able to wash between 10 and 20 cars a day. Since the installation of the Hercules system , we are washing 75 service vehicles per day and all our demonstrators and pre-owned. In additional all our make ready's are run through the system, washed and wax/sealed prior to sale. We are now more efficient than ever while utilizing less labor and personel.

We have had a extremely positive response from our customers and have even been able to up-sell the majority of them the wax/sealant application priced at \$10.95 and up.

The professional service and assistance from the Hercules staff is also a bonus. We are very happy with our system and would recommend any dealer to consider this system.

Thank you,

*Tim Martin*

Tim Martin  
President  
Bobby Murray Toyota Mitsubishi

943 North Wesleyan Blvd. • P.O. Box 2074 • Rocky Mount, North Carolina 27801  
(252) 977-0224 • Fax (252) 442-2448 • Toll Free 1-800-745-2686

**CERTIFICATE**

**CAR WASH, WAX & SEALANT**

**\$19.95**  
VALUE

This certificate entitles you to receive one car wash, wax and sealant with the Hercules Brushless System.

Redeemable with any automotive service. This certificate is not subject to refund and is non-transferable.

**Mike Erdman**  
**Toyota - Scion**  
1555 E. Merritt Island Causeway  
Merritt Island, FL 32952


**CERTIFICATE**

**\$9.95** ONE HAND WASH CAR WASH **\$9.95**

This certificate entitles the bearer to receive one car wash with the Hercules Brushless System.

**Hercules SYSTEMS, INC.**

Not subject to refund and is non-transferable.

  
**TOYOTA**

**Hercules SYSTEMS, INC.**

**\$300.00**

Date of Sale \_\_\_\_\_ Owner \_\_\_\_\_

**CERTIFICATE**

**Hercules SYSTEMS, INC.**

**The Ultimate Hand Quality Wash, Wax and Seal**

Redeemable with service order must be presented when order is written. Cannot be combined with any other offers. Expires 36 months from date of sale.

*Not subject to refund and is non-transferable.*

  
**Griffis**  
CHRYSLER-DODGE-JEEP  
PO Box 269 (601) 656-4244  
PHILADELPHIA, MISSISSIPPI 39350

  
**Jeep**

*Free Car Wash with Every Service Special*

**HERCULES**  
THE SYSTEM THAT OUTSHINES THEM ALL



The Hercules brushless system is the safest method ever developed to wash, wax, and seal cars. We at Capitol Dodge take care of cars as if they were our own!

**WASH, WAX, & SEAL**  
**\$995**

SERVICE CUSTOMERS ONLY, PLEASE.

**SAVE \$\$\$**

**#3 MAJOR MAINTENANCE SPECIAL\***

30,000/60,000/90,000 MILE GUARDIAN MAINTENANCE SERVICE

Recommended Service:

- Lubricate front suspension
- Change engine oil (up to 5 qt) & oil filter
- Add 15W50 Castrol Super Lubricant
- Top off all fluids including windshield washer
- Inspect brakes, adjust parking brake as needed
- Adjust or change spark plugs
- Replace coolant, flush & pressure test system
- Check suspension and steering components
- Inspect battery & clean terminals
- Check operation of windshield wipers/washers & replace blades if necessary
- Clean front suspension & throttle body
- Inspect distributor cap, rotor, & ignition wires
- Rotate tires, adjust air pressure, check for wear
- Replace spark plugs (optional type additional)
- Get oil timing adjustments
- Replace PCV valve/check ventilation system
- Check electronic engine control for fault codes
- Inspect drive belt tension, adjust as required
- Add MEXX Fuel System and Injector Cleaner
- Check vacuum hoses & connections for security
- Inspect wheel bearings (non-drive axle)
- Adjust A/C from level, inspect for leaks
- Replace seasonal transmission fluid & filter
- Final test upon completion

**\$499.00** Plus tax.

Please present original when service order is written. Plus Interstate Waste Transfer fee. Dodge Wash & Detail slightly higher. Please call for appointment before 7:30 PM.

**(408) 448-1100**

**We Honor Chrysler Plymouth Warranties**

**JUST SAY, "CHARGE IT!"**  

**CAPITOL Dodge**

**SERVICE HOURS:**  
MON - FRI 7:00AM - 6:00PM  
**PARTS HOURS:**  
MON - FRI 8:00AM - 6:00PM  
SATURDAY 8:00AM - 5:00PM

**OIL CHANGE & FILTER SPECIAL**

- Replace oil filter
- Change oil with up to 5 qt. of motor oil
- Check all fluid levels, battery cables & terminals
- Complete undercarriage inspection

**\$29.95** Plus tax.

Other service orders when service order is written. Price includes labor & parts. The Interstate Waste Transfer fee. Call for appointment before 7:30 PM.

**PENNZOIL** Stop. Go. Pennzoil.™

Improve the looks of your car with...  
**Hercules Auto Salon "HiGlo Sealant"**

- Wash-Wax
- "HiGlo Sealant"
- Non-Contact/Brushless
- Hercules 3000s
- Safest method ever developed to care for your car!

**\$9.95**

**Oil & Filter Change** **\$34.95**

**NSX \$49.95**

Accura & Honda only

**PLEASE CALL FOR AN APPOINTMENT**

**Timing**

**10% OFF**

**placement**

**AIR CONDITIONING SPECIAL**

**\$1095**

1990-1999 Integra only. Excludes for environmentally friendly new A/C kit. All to be used to repair/replace your A/C. Please contact us for details. Appointment only. Some restrictions apply.

**DETAIL SPECIAL**

**2 Step Detail Inside & Out**

**\$135.00** Sports Cars  
**\$175.00** Cayenne's

**FREE Car Wash**

**With Service**

**10% OFF**

**Your Next Service Visit**

DOES NOT APPLY TO NYS INSP.

**FREE Multi-Point Inspection**

**4 WHEEL ALIGNMENT**

REG. \$411

**\$349.99**

Boxster, Caymen & Carrera

REG. \$548

**\$465.80**

Cayenne

**LUBE & OIL FILTER**

REG. \$320

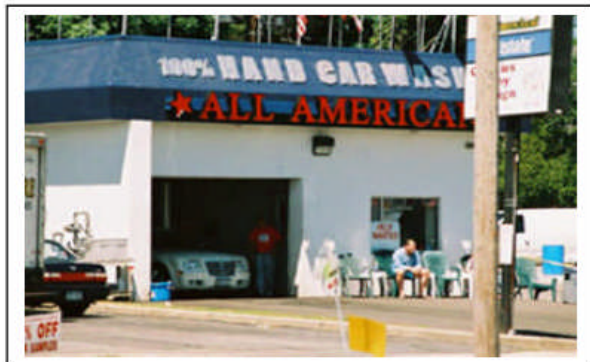
**\$199.00**

**ONE TIME ONLY**

**Hercules**  
Car Wash, Wax & Sealant Systems

**NEW TREND HITS DEALERSHIPS**  
**AUTOMATED HAND WASH**

**Earn \$495,000. + Yearly ...**





# CREATE A NEW BUSINESS WITHIN A BUSINESS

## South Valley Auto Plaza



Jeep



905 Broadway

831-385-1000  
MON-SAT  
8AM-5PM



### MENU

#### Two Girls Quickie

Exterior Wash & Dry. Includes Tire Dressing and Window Cleaner.

#### #1 Scrub A Dub

Exterior Wash & Dry. Includes Windows(int/ext), Tire Dressing, Vacuum, and Fragrance.

#### #2 Squeaky Clean

Bronze Wash Plus a Light Polish.

#### #3 Bling Bling

Silver Wash Plus Mini Interior and Exterior Detail and Stain Removal.

#### #4 Pimp My Ride

Complete Detail with Window and Paint Polish/Wax and Engine Cleaning.

### CARS

### SUV'S

### RV

\$10

\$20

X

\$25

\$35

\$100

\$45

\$55

\$150

\$100

\$140

\$200

\$150

\$200

\$250

**SATURDAY'S:** For the Gals we feature a Quickie and a Slickie...\$7 quick wash and a \$15 Manicure by manicurist extraordinaire Jennifer McCormack. For the Guys we have Weenies, Beanies and Suds (Hot Eggs/Chili/Soda).

**MONDAY'S:** \$5 OFF ANY WASH AND \$15 MANICURES. (excludes quick wash)

**SPECIALS**

905 Broadway • King City • CA • 93930

Phone: (831) 385-4865 • Fax: (831) 386-9085





ADDED CONVENIENCE  
FOR SAFE CAR CARE  
HERCULES WASH, WAX & RIGLO SEALANT  
SEE YOUR SERVICE ADVISOR FOR DETAILS



2135 North Frontage Road  
Vicksburg, MS 39180  
Ph: 601-636-2766

January 18, 2007

Marty Allen  
Hercules Systems  
95 West Hills Road  
Huntington Station, NY 11756

Marty,

It has been 6 months since you installed the Hercules car wash system in our store and I wanted to take this opportunity to say Thank You. Thank you for being persistent in finally getting me to understand the value and in your advice to me with the decision to buy it. Everything you told me about the system was true. We are seeing the savings in all the areas you said we would.

- We are seeing an increase in our CSI as a result of giving our customers a free car wash.
- My service advisors are able to up-sell the wax and seal which is making the car wash a much more **profitable investment.**
- We are using the car wash to keep our inventory sparkling
- Our make ready detail department is also getting deliveries processed faster.

I have already told a number of other dealers in my zone about your system and I understand they have or will be purchasing your car wash in the near future..

If any other dealers want to contact me I would be pleased to recommend the Hercules system to them.

Yours truly

*Brother Blackburn*



Mercedes-Benz

*standard service equipment program*

Phone 1-888-458-4040

## Touch-Less Car Wash



Care, Cleaning, Washing

### **Hercules Car Wash System Part No. 323-HCW-3000**

Proven to be the fastest, safest method to clean a car. Hercules guarantees no damage to clear coat finish!

#### **Features:**

- Washes, waxes and seals 50 cars-1 man, 100 cars-2 men
- Increases productivity
- Simple to operate
- Patented design thoroughly cleans all five areas
- No swirl marks-no damage to polyurethane paints
- Accommodates any size vehicle
- Utilizes minimal space
- 20 year warranty on parts

#### **Specifications:**

- Electrical: 110 vac, 30 amps, 60 Hz, single phase
- Water: 1" npt @ approx. 40 psi
- Air: 7.0 cfm @110 psi
- Drain: 6" x 6" belltrap with 2" npt (pitched floor)
- Bay Size: minimum 10' x 24'
- Ceiling Height: minimum 7-1/2'

### **Car Wash Shampoo Part No.323-HS-30010**

#### **Features:**

- Safely removes insects and bird droppings
- 55 gallon drums concentrate-delivered
- Washes 1,200 - 1,500 cars per drum

**Use with Sobrite's Spot-free Rinse  
System featured on page P6.**

SUPPLIED BY: HERCULESCAR WASH

**A LIFETIME OF VALUE FOR OUR VIP CLUB MEMBERS.**

	LIFETIME OIL & FILTER CHANGES.	\$ 700
	LIFETIME TIRE INSPECTION & ROTATION.	\$ 400
	LIFETIME CAR WASHES WITH ANY SERVICE	\$ 160
	SERVICE LOANERS. WITH ALL MAJOR MAINTENANCE SERVICES - 30K, 60K, 90K, 120K...	\$ 120
	5% PARTS & SERVICE DISCOUNTS. INCLUDES ACCESSORIES, TIRES, GENUINE BRAND PARTS AND ALL SERVICE.	\$ 125
	SEASONAL INSPECTIONS.	NO CHARGE
	50% OFF ANNUAL DELUXE DETAILING.	\$ 375
SUBTOTAL		\$ 1880
	VIP BUCKS	\$ 700
	TOTAL VALUE TO YOU:	<b>\$ 2580</b>


**VIP CLUB MEMBERSHIP**


YOUR PRICE: **\$685 PLUS GET \$300 VIP BUCKS** ON NEW & USED PURCHASES OR LEASES OF 40 MONTHS OR LONGER.


LEASE PRICE: **\$385 PLUS GET \$200 VIP BUCKS** ON LEASE TERMS OF 39 MONTHS OR LESS.

DIESEL PRICE: **\$985 PLUS GET \$300 VIP BUCKS**

ESTIMATES BASED ON 5 YEAR OWNERSHIP SYNTHETIC OIL SURCHARGE - \$15 PER OIL CHANGE.

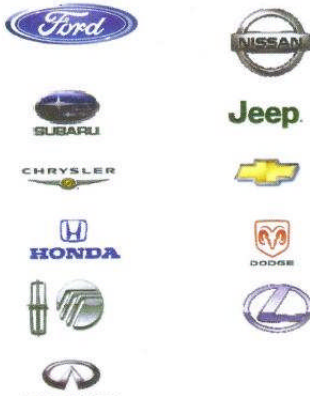
 LIFETIME CAR WASHES. WITH ANY SERVICE.

 LIFETIME CAR WASHES. WITH ANY SERVICE.

 LIFETIME CAR WASHES. WITH ANY SERVICE.

**VIP CLUB**

AVAILABLE AT EVERY LOCATION!

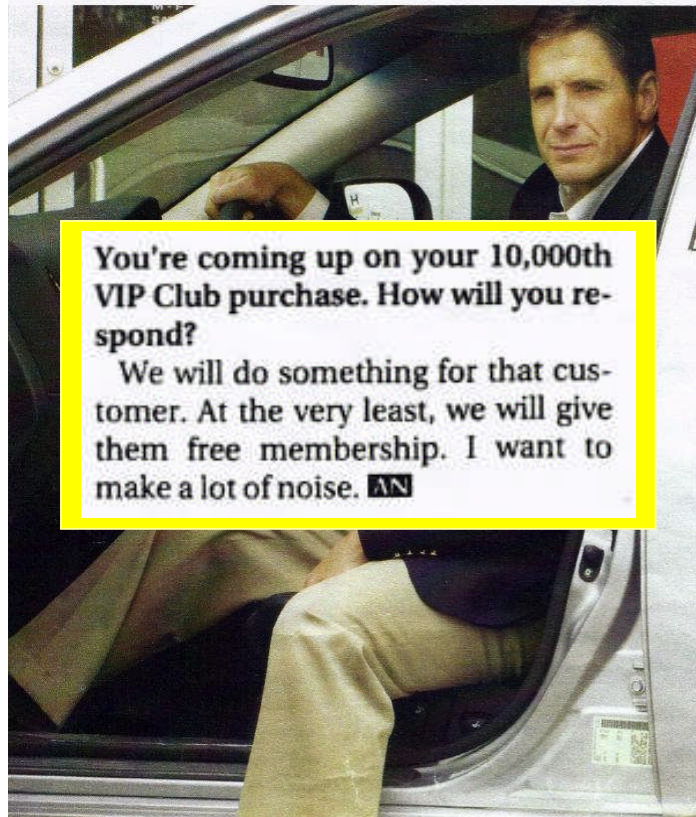


**GENERATE NEW INCOME**

**BOOMERANG YOUR CUSTOMERS BACK**

**THE DEALER SPEAKS**

**Sheehy: 'We are not in business for nostalgia'**



**You're coming up on your 10,000th VIP Club purchase. How will you respond?**

**We will do something for that customer. At the very least, we will give them free membership. I want to make a lot of noise. AN**

You launched your VIP Club last year. Customers who pay to join get complimentary and discounted services, including cash off another vehicle purchase. Salespeople get a bonus for selling the program. How is it going?

VIP has been a resounding success. Fifty-four percent of new-vehicle customers and 43 percent of used-car customers become VIP members. We have had over 5,000 VIP service visits. And a lot of these have not had time to develop — many VIP members are still coming in for their first oil change.

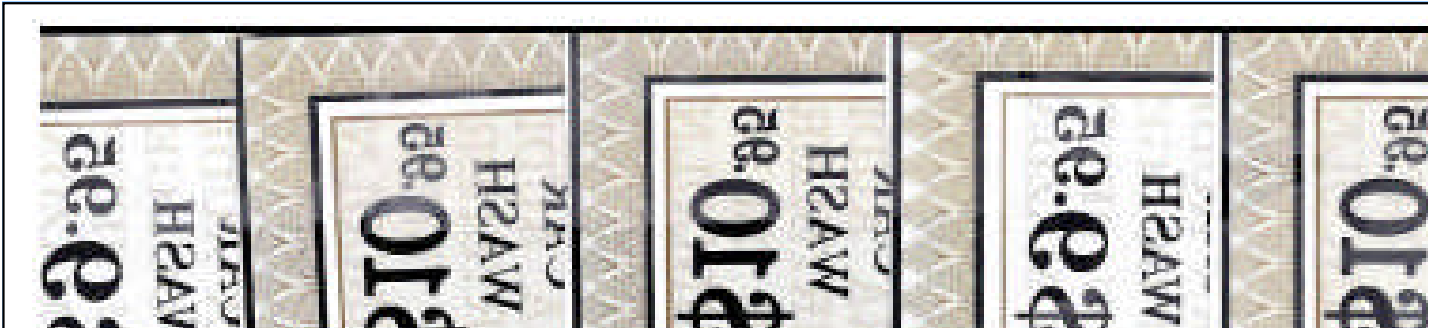
How many redeem bonus bucks for their next vehicle? It is relatively early in the program, but we have had between 50 and 60 redeemed. Those are mostly people who had a wreck or something unfortunate.

But we also have had VIP members buy a vehicle within a week for a child. Once we get past the two- to three-year mark, we'll be looking at a tremendous boomerang of customers coming back.

Salespeople at Sheehy consider themselves well-paid, but I think the program has helped reduce turnover.

**You're coming up on your 10,000th VIP Club purchase. How will you respond?**

**We will do something for that customer. At the very least, we will give them free membership. I want to make a lot of noise. AN**



# Hercules Profit Center

Sale Price	Daily RO's	Wax & Seal Sold	Monthly Profit	Annual Profit	5 Year Profit
<b>\$ 10.95</b>	25	<b>15</b>	\$ 4,271	\$ 51,246	\$ 256,230
	30	<b>18</b>	\$ 5,125	\$ 61,495	\$ 307,476
	40	<b>24</b>	\$ 6,833	\$ 81,994	\$ 409,968
	50	<b>30</b>	\$ 8,541	\$ 102,492	\$ 512,460
	100	<b>60</b>	\$ 17,082	\$ 204,984	\$ 1,024,920
<b>\$ 14.95</b>	25	<b>15</b>	\$ 5,831	\$ 69,966	\$ 349,830
	30	<b>18</b>	\$ 6,997	\$ 83,959	\$ 419,796
	40	<b>24</b>	\$ 9,329	\$ 111,946	\$ 559,728
	50	<b>30</b>	\$ 11,661	\$ 139,932	\$ 699,660
	60	<b>36</b>	\$ 13,993	\$ 167,918	\$ 839,592
100	<b>60</b>	\$ 23,322	\$ 279,864	\$ 1,399,320	
<b>\$ 19.95</b>	25	<b>15</b>	\$ 7,781	\$ 93,366	\$ 466,830
	30	<b>18</b>	\$ 9,337	\$ 112,039	\$ 560,196
	40	<b>24</b>	\$ 12,449	\$ 149,386	\$ 746,928
	50	<b>30</b>	\$ 15,561	\$ 186,732	\$ 933,660
	60	<b>36</b>	\$ 18,673	\$ 224,078	\$ 1,120,392
100	<b>60</b>	\$ 31,122	\$ 373,464	\$ 1,867,320	
<b>\$ 24.95</b>	25	<b>15</b>	\$ 9,731	\$ 116,766	\$ 583,830
	30	<b>18</b>	\$ 11,677	\$ 140,119	\$ 700,596
	40	<b>24</b>	\$ 15,569	\$ 186,826	\$ 934,128
	50	<b>30</b>	\$ 19,461	\$ 233,532	\$ 1,167,660
	100	<b>60</b>	\$ 38,922	\$ 467,064	\$ 2,335,320

Profits are based on 60% Penetration with a 26 day work month

## Fixed Operations Department Labor Savings

<u>Labor Savings</u>	<u>One Year Savings</u>	<u>Five Year Savings</u>
1 Prepman	\$20,000-\$25,000	\$100,000-\$125,000
2 Prepmen	\$40,000-\$50,000	\$200,000-\$250,000
3 Prep people	\$60,000-\$75,000	\$300,000-\$375,000



Hercules was founded in 1964 and has prospered for over a quarter of a century under leadership that has carried forward a tradition on integrity, expertise and progressive engineering.

## Hercules Systems, Inc.

95 W. Hills Road • Huntington Stn., N.Y. 11746, U.S.A.

TEL: (631) 423-6900

FAX: (631) 423-6952

USA & CANADA: 1 (800) 227-0495

E-Mail: [carwasherc@aol.com](mailto:carwasherc@aol.com)

[www.herculescarwash.com](http://www.herculescarwash.com)