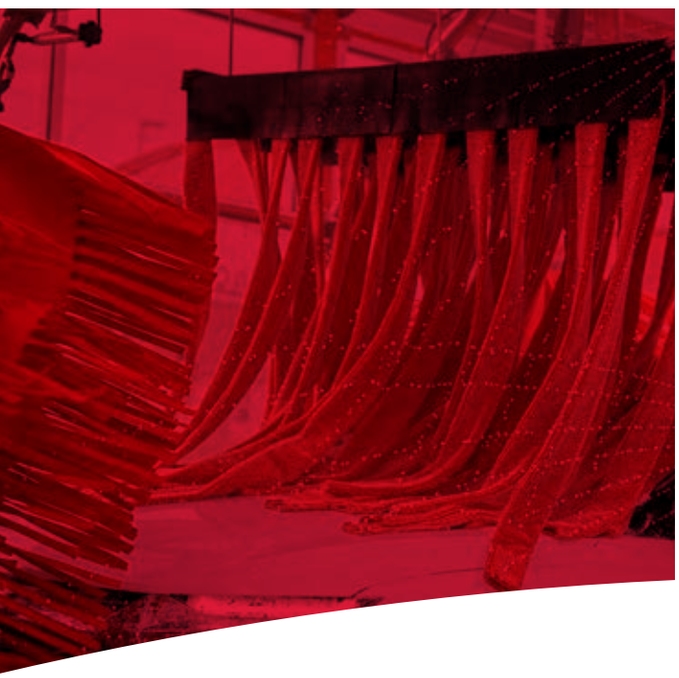
TOMMY'S EXPRESS®
CAR WASH



# FRANCHISE OPPORTUNITY

For more information or to talk to sales, scan the QR code.

# Why a Tommy's Express franchise?

Entering the car wash industry is an exciting opportunity—and one of the most important decisions you'll make is choosing the right platform to build your business on. When you choose Tommy's Express, you gain a partner with unmatched expertise in operations, technology, and equipment innovation.

- **State-of-the-art equipment and innovation**
  Our model stands apart with state-of-the-art systems designed to streamline operations and elevate the guest experience. From app-based memberships, license plate recognition, to a proprietary point-of-purchase system, intelligent detergent management, and real-time analytics, our technology works together to keep your wash running efficiently and profitably. Our patented round arches are an industry icon and have over 25 years of fine-tuning the Tommy wash process & equipment components.
- **National brand**
  When you join Tommy's Express, you become part of a network. With over 275 locations to utilize, your store starts with a massive advantage. You also start with a few million members who can utilize your wash the day you open, and a brand recognized coast to coast.
- **Expertise**
  With over 55 years of car wash operation experience, our teams know how to help our washes to be more efficient, increase ROI, improve revenue, and give great experiences to guests.
- **Franchisor support**
  Our world-class marketing strategy turns guests into raving fans. Our 24/7 support teams help franchise partners with equipment support, on-site consultation and training, parts and detergents, and guest services.

As the 3rd generation in our family business, we're honored to help others build businesses in our incredible industry and leverage our history and knowledge base to achieve even greater successes in the future. Having built some of the world's busiest car washes, we are in it for the long haul and are building the world's best and largest car wash brand. We hope to serve you as well.

Best regards,

**Ryan Essenburg**
President, Co-founder, Chief Innovation Officer

The car wash industry is projected to reach **USD $49.06 billion** by 2030, growing at a CAGR of **6.2%** from 2025 to 2030*

Grand View Research, Inc. (2025). Car wash service market size, share & trends analysis report by type, by location, by mode of payment, by region, and segment forecasts, 2026–2033. Grand View Research. Retrieved January 22, 2026, from https://www.grandviewresearch.com/industry-analysis/car-wash-service-market

# 50+ years in the making

## The story behind the fastest-growing car wash franchise

It may look like Tommy's Express raced to its position as one of the top ten car wash brands in just a few short years. In reality, we've been developing the franchise for decades. Since 1969, our family-owned locations in West Michigan have increased volume, utilized aggressive marketing, and focused on the total customer experience to consistently drive high sales.

### 1969

Jun and Sonny Essenburg launch the first Quality Car Wash with a dual rollover system located in Holland, MI. After just a few successful years, they convert the wash into an automated 60' tunnel.

### 1971

Quality Car Wash opens its Eastown location in Holland. For decades, Eastown would hold the record for washing 2,500 cars per day for two consecutive days.

### 1980

Quality Car Wash builds several new locations in Holland. Quality also buys and renovates several existing locations for improved services and processing.

### 1990

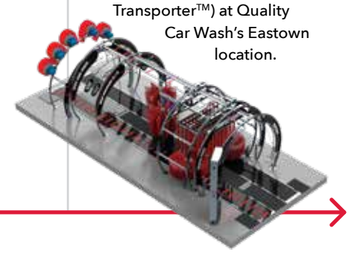
Jun and Tom Essenburg build and open a 180' gas C-Store car wash. The site was the first to use the Integrated Flight Deck System, which still grounds the design today. At peak performance, the site can wash up to 205 cars per hour.

### 2001

Tom Essenburg launches the Tommy Car Wash Systems equipment line as a new signature series equipment package for operators. Tommy's Express, a full-service wash converted to an express car wash in Grand Rapids, MI, opens with the new package. A new Quality Car Wash Gas C-Store car wash model with a barrel vault, clear acrylic roof, opens in Muskegon, MI.

### 2002

Tommy Car Wash Systems and AVW develop and install the first ever wet tunnel belt conveyor (the Tommy Transporter™) at Quality Car Wash's Eastown location.



### 2008

Tommy Car Wash Systems goes global, establishing seven European distributors and showcasing full-size equipment at Automechanika in Frankfurt, Germany.

### 2013

The Totally Tommy site design is revised with new features plus updated technology and architecture. Independent Totally Tommy sites begin operation around the US.

### 2014

Quality Car Wash opens their sixth location, a Totally Tommy Gas Wash C-Store in Holland, MI. The Waverly location achieves record-breaking success, processing 419,000 total cars in its first year of operation.

### 2016

The Tommy's Express Car Wash franchise starts as a sister company supported by Tommy Car Wash Systems. Tommy's Express car washes feature the Totally Tommy building design and a complete Tommy Car Wash Systems equipment package.

### 2017

Wash Club, an advanced license plater reader system designed to support car wash club membership programs, is introduced to the car wash market. Tommy's Express opens franchise partner site in Overland Park, KS.

### 2018

Tommy's Express opened six new franchise locations across the United States in Missouri, Texas, Michigan, California, Nebraska, and Florida

*"It began with improving parts. Now, we're changing the industry."*

**Tom Essenburg** | 2019 Car Wash Hall of Fame Inductee

### 2019

Corporate-owned Quality Car Wash sets a world record by washing 3,255 cars in one day. Tommy's Express opens 27 locations in 18 states.

*The Essenburg Family (left to right): Tom, Ryan, and Jun*

### 2020

Tommy's Express named #7 on the Professional Car Wash and Detailing Magazine list of Top 50 Conveyorized Car Washes. Tommy's Express opens 27 new locations.

### 2021

Tommy's Express is named to the Entrepreneur Franchise 500 list as the #1 in category and one of the fastest-growing franchises. Tommy's Express opens 31 new sites, bringing the total to 94.

### 2023

The new Tommy's Express headquarters opens to better serve our partners and franchises. Tommy's Express also breaks ground on the first international franchise location in Paris, France. 47 new locations open in 2023, totaling 183 sites in 31 states.

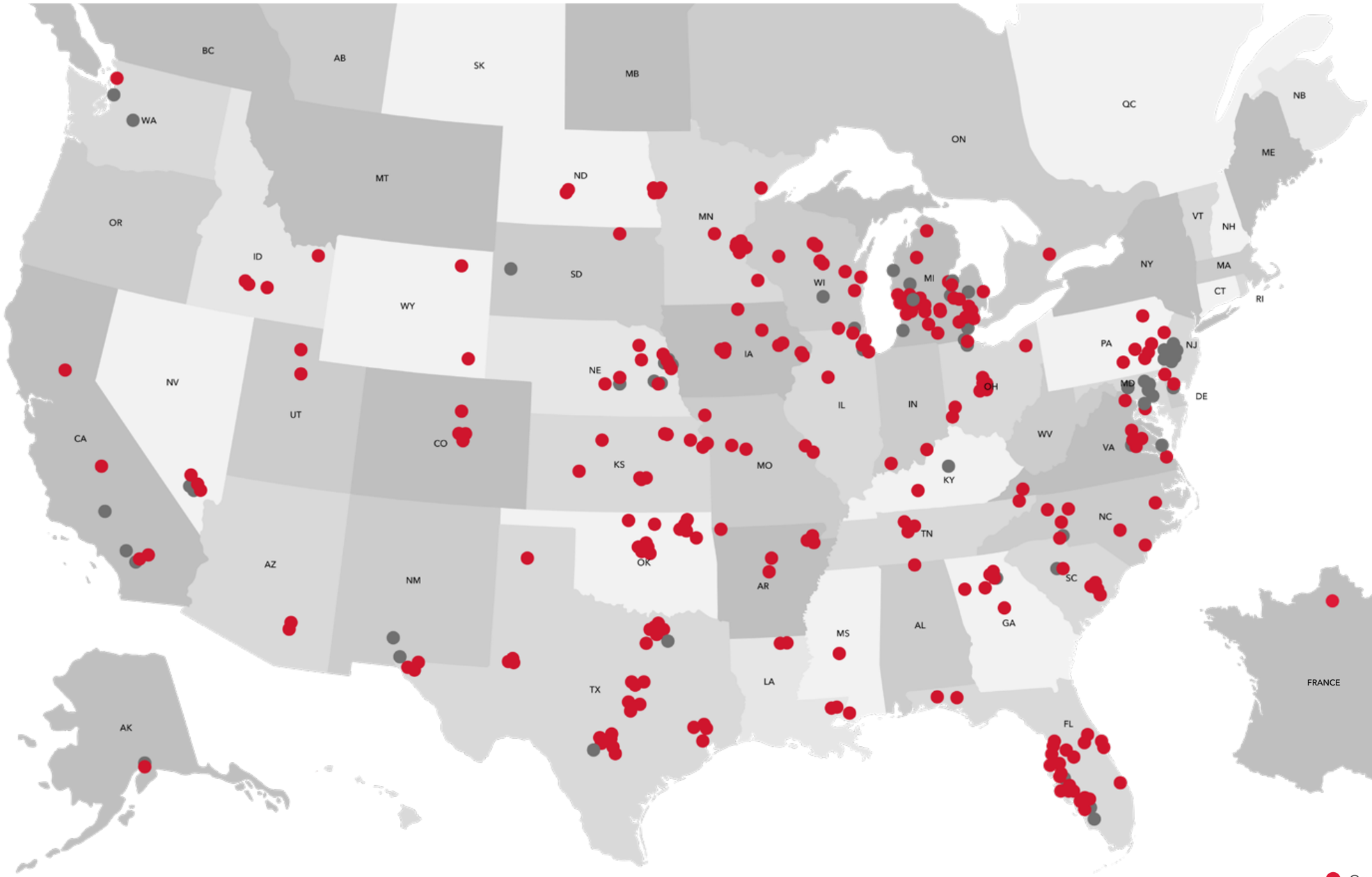
### 2025

Tommy's Express introduces the all-new World Model, a tunnel designed for cities with limited land. The brand expands internationally into Europe and Canada with locations in Paris, France and Toronto, Ontario. Tommy's Express opens first locations in Alabama and Washington, as well.

# 275+ locations and growing

## Join our network

By joining the Tommy's Express franchise, you are in business for yourself, but not by yourself. Our team provides never-ending support and direction on consistent operations store-to-store. The wide network of locations across the US, Canada and Europe, offers a strong value proposition to your guests of wash anywhere, anytime. Benefit from the location density established by the current franchise community.



# Your roadmap to success

## Our customer journey

Our four phase, 500+ point process takes you from the initial discovery phase to your grand opening and sets the stage for your ongoing success with the Tommy's Express brand. During the journey we'll be with you every step of the way. Selecting locations, market analysis, architectural drawings, city approvals, construction, equipment installation, grand opening, marketing– including social media management, and ongoing training help keep you moving.

### Discovery
**Sign disclosure kickoff meeting**

Future partners begin with the franchise webinar. You get to know us and we get to know you. When you're ready, you'll sign the Franchise Disclosure Document (FDD) to begin. Then, we'll host your tour of our West Michigan sites, and finally, help you become part of our franchise family.

### Site selection
**Looking for an area**

Next, you'll have access to our real estate team to assist with finding the perfect piece of land and assist with closing. Often, the search isn't just for the best single site, but instead, looking for an area with several great opportunities that allow for market saturation.

### Project development
**Construction**

You'll engage a general contractor aided by our list of Tommy's preferred general contractors. We'll assign a Project Manager to you to check the boxes and solve issues. You'll meet your permanent Field Business Consultant and Regional Marketing Consultant. Then, equipment is installed and calibrated. Now, after some pre-opening marketing, you're nearly ready to open.

### Operational
**Grand opening**

When you're ready to start washing cars, our team provides you with soft opening and grand opening support, ongoing national and regional marketing campaigns, and continued education through Tommy University. Then, you get prepared to open more locations.

# Built to be better

### Expertise backed by generations

Proven business and operations models built on over 50 years of car wash operation expertise. Tommy's Express has been family owned for three generations!

### Proprietary innovation

Tommy's Express produces detergents, textiles for brushes and mitters, motor control centers, stainless-steel components like our arches, water treatment centers, our mat washers, our conveyor systems, and more in-house. This allows our franchise partners to focus on the day-to-day operations and their team. We were the first to innovate certain pieces of our equipment, like our wet tunnel belt conveyor and the license plate reader system.

### Best-in-class equipment

Tommy's Express equipment is designed and constructed with stainless steel equipment which makes them built to last. Combined with easy-load dual belt conveyor, mat washers, robust drying systems and premium vacuum amenities, your guests will always have a consistent and high quality wash experience.

### Manager app

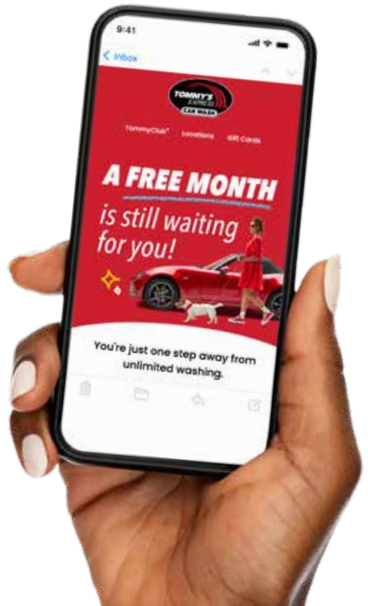
The Tommy's Express Manager app provides real-time analytics, including hourly wash counts, subscription numbers, year-to-date wash totals and revenue, detergent levels, maintenance tasks, and more. Franchise partners can access these insights remotely from anywhere in the world.

### Membership plans

Unlimited, PayPerWash, Fleet, and Family membership plans allow guests to choose how they want to wash, quickly and conveniently all through one, industry-leading app. Your plan, your way. Members get through the line quickly with their app lane access.

### Installation and support

Our experienced installation teams will help get your wash up, open, and fine-tuned for the best possible guest experience, so that you can prepare your teams for the grand opening and beyond. Four support departments help franchise partners with remote equipment issues, on-site consultation and training, parts and warranty claims, and maintenance.




### Economy of scale

All locations are built and operated with the same cost of goods sold. The sheer volume of equipment and detergent that moves through our factory allows us to offer discounts on these goods for franchise partners. They have access to parts, detergents, software contracts, marketing materials, and more through our factory.

### Marketing

Our in-house marketing team manages paid search campaigns, creative assets, public relations, email and SMS messaging, site-level marketing, and social media campaigns—using data and testing to improve your site's performance and visibility.



### Field Business Consultants

Each Tommy's Express location is supported by a Field Business Consultant (FBC), who serves as the primary liaison between franchise partners and the corporate team. The FBC provides guidance on operational excellence, staffing, and cultivating company culture to drive financial success and growth at each location.

### Guest services

Our award-winning Guest Services team handles every consumer call with speed, care, and consistency. They've been recognized as the best in the industry and deliver the kind of exceptional support that strengthens our brand with every interaction.

### Brand visibility

When you join Tommy's Express, you join a national brand with a large membership base and a growing network of locations. As we continue to scale, our membership base will grow. Each new site increases brand visibility and boosts membership value.

### Additional amenities

Guests will receive access to vacuum area amenity options, created to add value to your wash. For-purchase detail kits add a quick revenue boost.

### Networking

Our annual Tommy Club conference brings franchise partners and our corporate team together to network, reflect on the prior year, celebrate wins, and announce goals and plans for the year ahead.

### Continued education

Our Learning & Development department produces monthly online training courses for your teams, keeping them sharp and encouraging ongoing training. Hands-on training is also available for team members to participate in.

### Smart and lean business model

Tommy's Express is built on a low-labor model that keeps operations efficient and predictable. Our products are non-perishable and our service is recession-resilient. Consumers continue to prioritize keeping their vehicles clean regardless of economic cycles.

# Good for your cars, great for your community

**Unique building design**
Instantly identifiable architecture, interior natural light due to the transparent roof design and store front windows, and a site layout built to maximize your car process time. Our design also offers multi-lane, unlimited club app lanes and cashier lanes that help increase revenue and improve your ROI.

**Environmentally clean**
Tommy's Express quickly, conveniently, and automatically adjusts for vehicles of all shapes and sizes, including duallys, low-riders, and vehicles with wide tires. Your guests will come to expect a clean, shiny, dry car every visit.

**Community focused**
Tommy's Express owners are encouraged to partner with local organizations such as youth sports teams, schools, and charities to support and benefit their communities.

**Efficient processing**
Our high-capacity design and efficient site layout allows Tommy's Express locations to process more than 200 vehicles per hour, keeping lines short, cars clean, and guests happy.

# What our franchise partners say

"Tommy's corporate and the franchisees have a wealth of knowledge and experiences that can really help you avoid mistakes. Tommy's has helped with the next steps through the design and construction process and sends a team to support getting the wash open. The friendships you gain being a part of the Tommy journey are memorable."

**Mike C.**
*Franchise partner in Nevada*

"Within the first five minutes of our Discovery Day and being with everyone from the team, I could see that Tommy's embodies the same culture that Culver's has. Warm, welcoming, and so impressive. You all have perfected almost every piece of the business. Even the factory is organized. Tommy's is such a great company with great people – it's fantastic."

**Elise L.**
*Franchise partner in Wisconsin*

"Join a growing brand and network of car wash experts that are moving the industry forward. You gain access to decades of experience and teams of engineers and marketing experts that are focused on making your business better and more valuable. Tommys has helped us pick a good location and guided us through the learning process as we are becoming car washing experts."

**Tyler W.**
*Franchise partner in Pennsylvania*

"Tommy's stands out in the competitive car wash market through its high-quality equipment and strong focus on the guest experience. With decades of expertise, Tommy's guides franchise partners through the complex construction process and provides access to the latest innovations and technology. We look forward to continued collaboration with Tommy's and the broader franchise community as we learn, grow, and expand throughout the Chicago area."

**Zach J.**
*Franchise partner in Illinois*

# Models to fit your market

## A solution for every site

### Full-Size Express Model

The Tommy's Express 130' model caters to the modern consumer. Get in, get out, and get going... washing up to 200 cars per hour. That's one car every 20 seconds. The easy-to-run facility typically only needs three team members to operate: a cashier, a loading supervisor, and one site rover. Thanks to our flight deck operations model and our transporter belt conveyor system, customers can load themselves without an attendant in the wash bay. This also allows you to offer customers the best of both worlds with a cashier or club option.

1.0+ acre
land required

140-200
cars per hour

3–6
employees

14 Pictured: Full-Size Express

### Flex

A modern take on efficient car wash detailing, the Flex takes the Express design and adds a secondary conveyorized tunnel for compact interior detailing services.

1.0+ acre
land required

130
cars per hour

5-25
employees

### World

With minimal land, staffing requirements, and the ability to still process 70-90 cars per hour, the World model is the ultimate cost-effective replacement for the in-bay automatic car wash model.

0.25+ acre
land required

70-90
cars per hour

0–2
employees

### Double

Currently in development. Minimize your wash downtime with double tunnels, which offer redundancy and the ability to do maintenance on one tunnel at a time. Efficiencies are designed into our system, so you can save money on things like water reclaim and filtration.

2.0+ acre
land required

200
cars per hour

3-6
employees

# Meet the muscle behind the success

For over 50 years, we have been perfecting the wash process while making operations easier and more efficient.

The Totally Tommy equipment package is the result of development and testing at our eight corporate locations. This system delivers reduced water and chemical usage, reduced maintenance, and lower upfront costs. Best of all, it produces the ultimate clean, shiny, and dry vehicle for your guests.

## Blowers and Drying Huggers

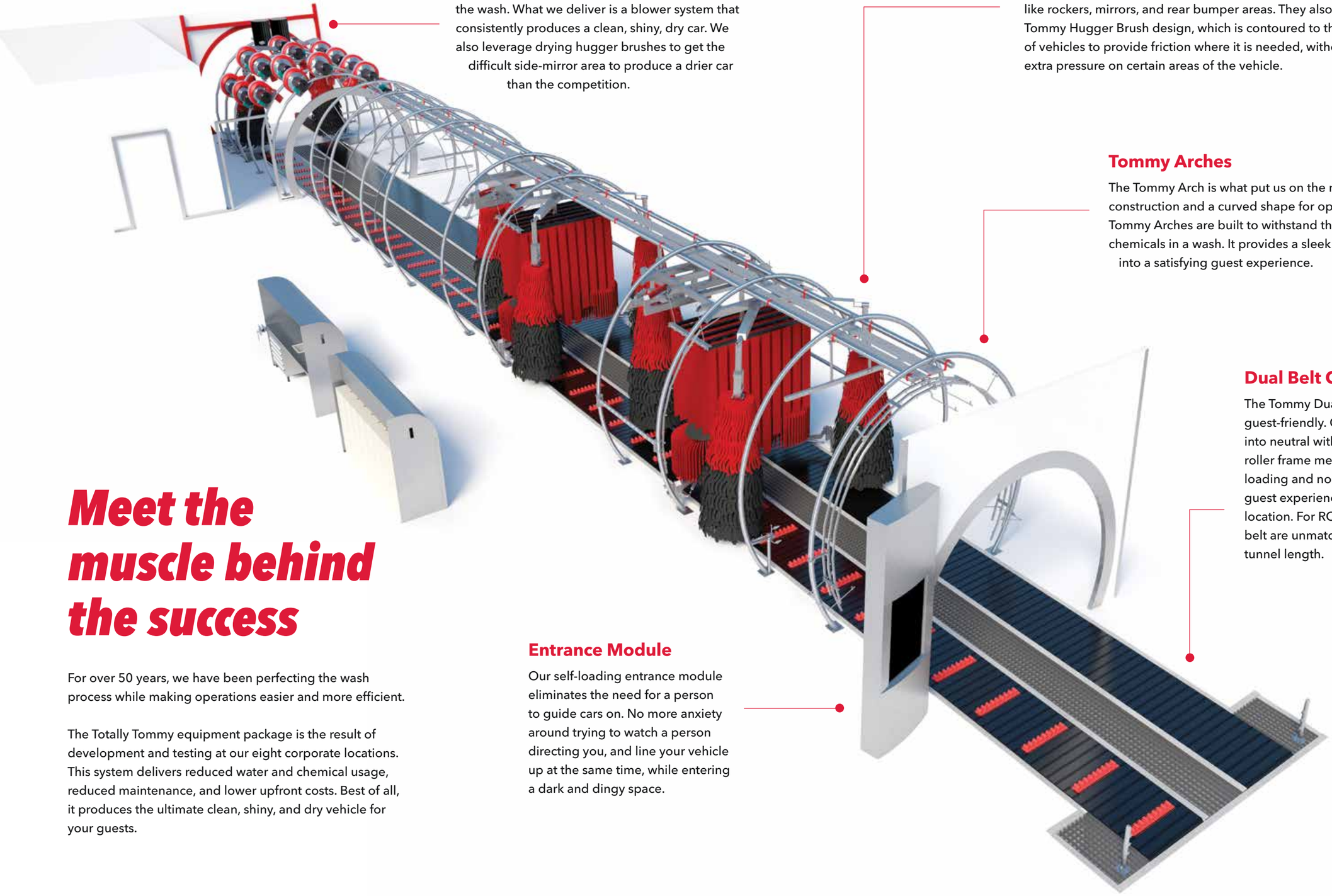
Many guests will judge their experience based on how dry their vehicle was once they've exited the wash. What we deliver is a blower system that consistently produces a clean, shiny, dry car. We also leverage drying hugger brushes to get the difficult side-mirror area to produce a drier car than the competition.

## All-In-One Combo

All the ultimate cleaning functions, combined into one single unit! This unit ensures all the difficult areas are cleaned thoroughly, like rockers, mirrors, and rear bumper areas. They also feature our Tommy Hugger Brush design, which is contoured to the shape of vehicles to provide friction where it is needed, without putting extra pressure on certain areas of the vehicle.

## Tommy Arches

The Tommy Arch is what put us on the map. Featuring all stainless-steel construction and a curved shape for optimal detergent application, Tommy Arches are built to withstand the exposure to moisture and chemicals in a wash. It provides a sleek and fresh look, which translates into a satisfying guest experience.



## Dual Belt Conveyor

The Tommy Dual Belt Conveyor System is extremely guest-friendly. Cars can drive onto the belt and shift into neutral with no precise alignment needed. No roller frame means no scratched rims, either. Easy loading and no scratched rims equals an enhanced guest experience, which drives volume at your location. For ROI, the processing capabilities of a belt are unmatched. Processing capability varies by tunnel length.

## Entrance Module

Our self-loading entrance module eliminates the need for a person to guide cars on. No more anxiety around trying to watch a person directing you, and line your vehicle up at the same time, while entering a dark and dingy space.

Configuration shown:
**130' / 39 meters**
**220 cars per hour**

For more information or to talk to sales, scan the QR code.

# Start your journey now

Join one of the fastest-growing businesses with the most proven and complete opportunity in one of the fastest-growing franchise industries.

Entrepreneur FRANCHISE 500 #1 IN CATEGORY 2026

Entrepreneur FRANCHISE 500 RANKED 2026

FAST & SERIOUS
FRANCHISE TIMES RANKS THE SMARTEST-GROWING BRANDS

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