



## **ProntoWash USA Opens Mobile Car Wash and Detailing Operation in Pasadena, Calif**

February 1, 2006 - MIAMI - ProntoWash USA, an international franchise-based mobile car wash, detailing and paintless dent repair operation, announced today that it has opened a new location at the Paseo Colorado Mall in Pasadena, Calif. This will be the company's third location in California. Its other two locations are at Plaza Bonita and Horton Plaza in San Diego, Calif.

Located in the mall's lower level parking garage near Macy's, the car wash will open seven days a week from 8 a.m. to 8 p.m., and will be a convenient time-saving service - customers can shop at the mall, while their cars are detailed. Using its space-age mobile pods, ProntoWash offers customers hand car-washing and waxing, interior detailing and cleaning (vacuum, leather treatment and shampoo among others) and exterior detailing. Its environmentally friendly approach provides a number of advantages over traditional car wash operations, including the use of a biodegradable, highly concentrated, foamless detergent which requires minimal use of water and energy.

Franchisees Peter Mott and Robin Jarrett of WordLife Communications, who are the Regional ProntoWash Masters for Los Angeles County, will own and operate the ProntoWash location.

"A growing number of entrepreneurs are discovering the benefits of how the franchise system can provide them with the processes, systems and support needed to manage a successful business and have long-term security in today's economic climate," said Larry Kruguer, CEO of ProntoWash USA. "We will continue to aggressively expand our unique concept in California and are targeting savvy individuals who are looking to own and operate their own franchise business."

"My brother and I were looking for a turn-key business that required minimal infrastructure, had a quick turn-around time and had a low initial investment cost," said Peter Mott. "We chose to own and operate a ProntoWash franchise because the executives are dedicated to providing us with extensive marketing, promotional, sales and training support to help us get our business off the ground and be profitable."

### **About ProntoWash USA**

ProntoWash USA is an international franchise-based mobile car wash, detailing and paintless dent repair operation. Based on a concept first created in Argentina, the company provides consumer-friendly car wash, wax and detailing services from its retail locations at malls. The mall location is ideal for customers who don't like to wait; they can shop in the adjacent mall while their car is washed. ProntoWash USA entered the U.S. market in 2002 and currently has 16 locations in Florida, California and Virginia. With its new partner, MedCar, a paintless dent and scratch removal company, ProntoWash is expanding its offering to include paintless dent repair to franchisees for their locations throughout the country. For more information, visit [www.prontowash.com](http://www.prontowash.com) or call (305) 623-7851.