



Promoting the WaterSavers® Program to Your Members *Exclusively for WaterSavers Alliance Members*

Frequently Asked Questions

What is WaterSavers?

Established in 2009, WaterSavers is the International Carwash Association's® recognition program for car washes that demonstrate their environmentally-responsible business practices.

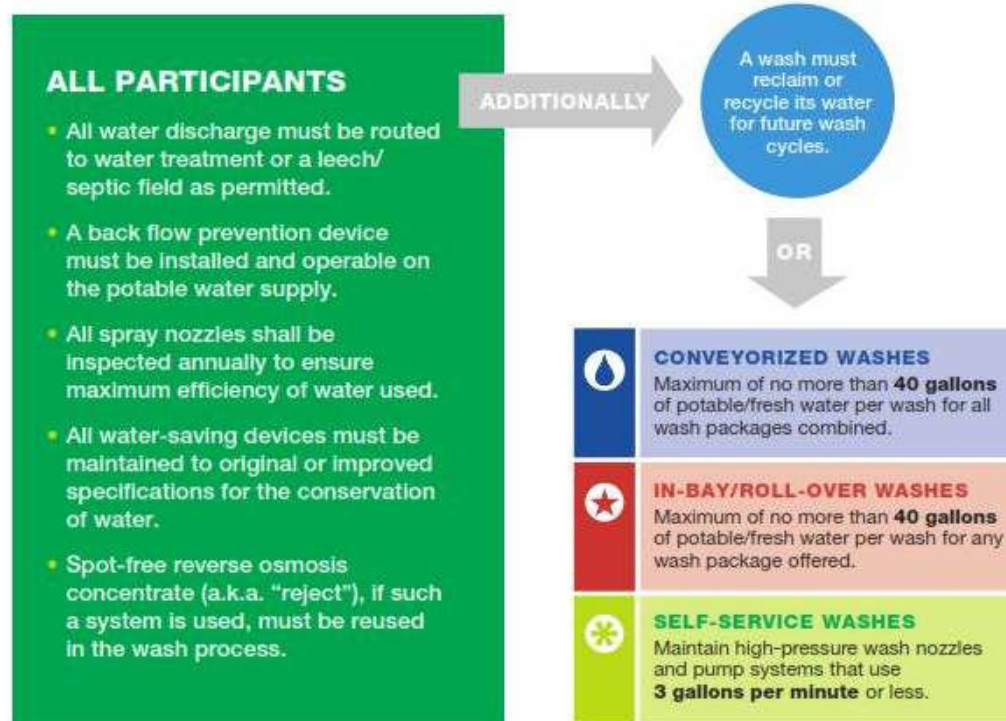
Who can enroll?

All operator members of the International Carwash Association as well as members of associations that belong to the WaterSavers Alliance.

How does the program work?

The program requires that a car wash meet the following requirements:

WaterSavers™ Criteria



Each car wash location must be able to verify that they meet these requirements and maintain verification records on each car wash site.

What does it cost?

\$49 per location (up to 5); \$250 (flat fee) for 6 or more locations.

How can my members enroll?

Members can visit the Web site, www.icawatersavers.org, or call 888-422-8422.

How long does membership last and how can my members renew?

WaterSavers memberships last one year (July 1-June 30) and members will be asked to re-enroll to continue receiving WaterSavers benefits. Renewals will open May 1. Memberships that have not been renewed will expire on June 30.

Key Benefits & Messaging Points for Your Members**How WaterSavers will benefit your car wash operation**

- Positions their car wash as a leader in the industry by employing environmentally-responsible business practices
- Educates and raises awareness to current customers, community leaders, water regulators and passersby on the environmental benefits of professional car washing
- Demonstrates dedication and commitment to environmental protection
- Provides competitive advantage in the marketplace
- Draws environmentally-conscious consumers to car wash

Key points

- Easy to implement, professional way to promote environmental stewardship practices
- Receive start-up “toolkit,” including rights to use the WaterSavers logo, “green” tips and resources, WaterSavers member decal
- Ability to customize your marketing efforts with a variety of signage options (with official WaterSavers artwork and promotional language)
- Easy and affordable to become a member
- Nationally-recognized program