



No Stains. No Smells. No Worries.®

Cleaning Habits Fact Sheet

Retaining Automobile Value:

- A top factor in determining a vehicle's worth is the interior and exterior condition (Kelly Blue Book)
- On carpet appearance: *"Any stains will reduce the value."* (Kelly Blue Book) (www.carlove.org)
- On upholstery appearance: *"Should be clean...It has some added value if it is in good shape."* (Kelley Blue Book) (www.carlove.org)
- Keeping your car looking like new can save you money in the long run (autoeducation.com)

According to a survey conducted by the International Carwash Association:

- 62 percent of car owners believe car appearance is essential (www.bradleyautowash.com)
- 53 percent of car owners wash their cars less than once a month (www.bradleyautowash.com)
- 16 percent of car owners never wash their cars. This translates into 22 million automobiles among all 138 million registered vehicles in the US. (www.bradleyautowash.com)
- 61 percent of respondents admitted to leaving garbage in their cars (www.bradleyautowash.com)
- 27 percent of respondents say their car smells, or used to, because of the garbage left inside the automobile (www.bradleyautowash.com)
- 84 percent of respondents feel affection or emotion for their cars, equaling an estimated 116 million drivers (www.bradleyautowash.com)
- 47 percent of consumers wash their cars at home (www.imagescarcare.com)

"One in four car owners believe that a dirty car reflects poorly on a person," said Mark Thorsby, executive director of the ICA (www.bradleyautowash.com)