



Nearly 60% of all vehicle owners eat or allow someone to **EAT IN THEIR VEHICLES**²

27

Percentage of drivers who say their car smells, or used to, because of the **GARBAGE** left inside the automobile⁷

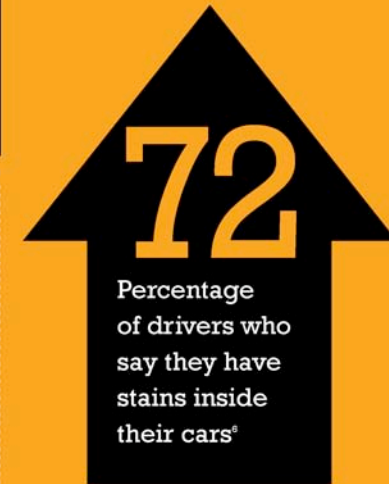
Number of restaurant purchased meals the average person eats in their car each year¹

SIXTY-TWO PERCENT of car owners believe car appearance is essential³



1.16 Million Number of drivers that feel affection or emotion for their cars⁸

77 Percentage of drivers who believe that a car's interior tells more about a person's interests and lifestyle than a car's exterior¹⁰



Percentage of drivers who say they have stains inside their cars⁹

49 **PERCENTAGE OF DRIVERS WHO WOULDN'T DREAM OF BUYING A USED CAR WITH A FEW SMALL STAINS ON THE SEATS**⁵



Percentage of drivers who get the outside of their car professionally cleaned but don't always get the inside cleaned at the same time⁴



PERCENTAGE OF DRIVERS WHO CONFESS THEY LIKE THEIR CAR'S INTERIOR LESS THAN ITS EXTERIOR⁹

¹NPD Group, ²Kelly Blue Book Marketing Research and Taco Bell Corp, ³www.bradleyautowash.com, ⁴2008 YES Essentials Survey, ⁵2008 YES Essentials Survey, ⁶2008 YES Essentials Survey, ⁷www.bradleyautowash.com, ⁸www.bradleyautowash.com, ⁹2008 YES Essentials Survey, ¹⁰2008 YES Essentials Survey.