

## **FOR IMMEDIATE RELEASE:**

### Local Car Wash Chain Invests \$500,000 in Water Conservation

Bakersfield, CA – June 23, 2015 - Before “drought” became a topic of everyday conversation in California, Cruz Thru Express Car Wash was already on the cutting edge of water recycling technology when they opened their first location in 2002. Today, Cruz Thru announced the completion of a new \$500,000 project to update the water reclamation systems in all nine of their Southern California locations.

Washing a vehicle at home can use up to 150 gallons of water, most of it wasted. Conveyorized car washes typically use 30 to 40 gallons of water per vehicle. With the new PurWater Recovery System from New Wave Industries of North Highlands, CA, up to 90% of that water can be reclaimed, filtered, treated and used again in the car wash process.

In addition to reclaiming water to wash cars, Cruz Thru has partnered with New Wave Industries to develop a custom pump system that delivers recycled water for use in wash down applications and in all on-site landscape irrigation systems. To cut water usage even further, Cruz Thru relies on landscape design that utilizes artificial grass, decorative rock and gravel features and drought-resistant vegetation.

Frank Hobin, owner of Cruz Thru Express Car Wash, put it this way, “Our desire is to use a fraction of the amount of water needed to wash your car at home, and we are committed to becoming the standard bearer in water reclamation not only for the car wash industry, but for all businesses in the Central Valley.”

Cruz Thru Express Car Wash was founded in 2002 and has grown to seven locations in Bakersfield and two locations in the Antelope Valley. Cruz Thru features soft-touch brushes, final spot-free rinse with ionized water, high-pressure air blower drying and free vacuum stations for customers. Cruz Thru is home to over 150 employees.