

**KÄRCHER**



# KÄRCHER CLEAN PARK

# KÄRCHER HISTORY.



From the very beginning, Kärcher has always been characterised by ingenuity and innovative thinking. The company was founded in 1935 by the inventor Alfred Kärcher, who began manufacturing and marketing his pioneered product ideas in the field of heating technology. Alfred Kärcher, the innovative inventor and Irene Kärcher, the energetic businesswoman. Two heads. Two hearts. One company.

The cornerstone of developing into the world's leading cleaning specialist was laid in 1950 with the invention of Europe's first hot water high pressure cleaner. When Alfred Kärcher died in 1959, his wife Irene continued in

her husband's life's work until her own death in 1989. Kärcher has remained a family-owned company to this day, headquartered in Winnenden near Stuttgart. Our clear, simple innovation philosophy: innovation is what benefits people. We are perfectionists, always rethinking systems and design. We have the courage to break new ground and the conviction to do things instead of just talking about them. This philosophy results in solutions with convincing performance, quality and handling that are one step ahead of the market. Because for us cleanliness is the best challenge in the world. This is what we work towards. Everyday.

## YOUR TASK. OUR SOLUTION.

Whether everyday or extraordinary cleaning projects – whatever you're planning, our products and services help you do the job simply, safely and with maximum quality.

Because when it comes to supporting people with their plans, we ask ourselves how can we make it easier for them to find their way forward? That's what we continue our development for and constantly improve our performance, every day. We promote their qualities through our quality. Because cleanliness preserves value.

Renew to sustain.

**TOGETHER WE MAKE A POWERFUL  
IMPACT TOWARDS A CLEAN WORLD.**



The Kärcher Clean Park System is a public vehicle wash concept from World leading cleaning solution brand Kärcher. The system includes both auto and manual vehicle washing options with the exclusive use of Kärcher Vehicle Wash equipment, chemicals and accessories.

### BENEFITS

A Kärcher Clean Park offers you more than a vehicle wash system. Benefits include:

- Access to a market leading global brand
- Superior quality equipment with ergonomic design
- Exclusivity in your chosen area
- Professional Design
- Proven concept designed to attract a large customer base
- Options to suit your business investment level
- Site selection support
- Professional support & advice from a dedicated Technical Sales Representative
- Marketing support



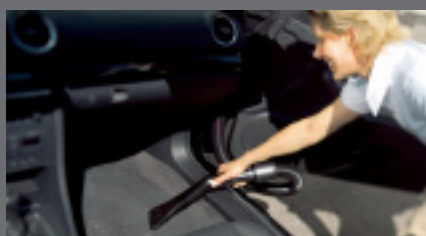
## CLEAN PARK SOLUTIONS

Discover the perfect wash solution for your site. Kärcher has a broad range of vehicle cleaning systems for every location and purpose.



### AUTO CAR WASH

Satisfied customers are your success. Our gantry car washes facilitate economic cleaning, ensure efficient throughput rates and achieve an optimal result – for you and your customers.



### VACUUMS

Kärcher's vacuum range impresses with consistently high suction power thanks to Tact automatic filter cleaning. Excellent cleaning results are achieved both on surfaces and edges and gaps.



### AUTO TRUCK WASH

Configurable for various wash programs, from quick rinses to intensive cleaning, allowing operators to meet specific cleaning requirements for different types of vehicles. Available in 4 different heights: 3.6m, 4.2m, 4.6m or 5m.



### WATER RECYCLING

With Kärcher, you can work both cost-effectively and in an environmentally friendly manner. Because environmental protection and careful handling of natural resources are important values for Kärcher. With our recycling systems, up to 98% less fresh water is used, as waste water is converted into clean reclaimed water.



### FORECOURT EQUIPMENT

With our forecourt units, you automatically increase the attractiveness of your site and secure attractive additional income.



### MANUAL BAYS

A genuine cleaning experience: Our self-service wash systems leave nothing to be desired. Smart system solutions for your success. Options to suit 1-8 wash bays.

# EXPERIENCE EXCELLENCE WITH THE KÄRCHER CLEAN PARK PROGRAM

Unlock the potential of a premium, high-performance vehicle wash facility with the Kärcher Clean Park Program. As an investor or operator, you'll gain access to Kärcher's industry-leading technology, proven business model, and globally trusted brand—all designed to set your Clean Park apart from the competition.

Every Kärcher Clean Park is built for success, featuring exclusively Kärcher-branded operational equipment to ensure superior cleaning results and long-term reliability. By joining the program, you'll enter into the Kärcher Clean Park Program, giving you a structured pathway to success.

With the Kärcher Clean Park Project Plan, you'll have a clear roadmap, outlining every essential step, milestone, and financial commitment needed to launch and operate a thriving facility.

Partner with Kärcher and build a profitable, future-ready vehicle wash business backed by the global leader in cleaning technology.

## PROGRAM REQUIREMENTS:

### 1. Kärcher Branded Equipment

All Kärcher Clean Park sites must exclusively install Kärcher branded operational equipment:

- Minimum one automatic car wash gantry
- Minimum two manual car wash bays
- Minimum two vacuum bays
- Forecourt equipment including fragrance machine and air/water tower
- Optional: truck wash bay
- Optional: dog wash station, vending machines

All Kärcher Clean Park sites must exclusively use Kärcher detergents purchased directly from Kärcher.



### 2. Kärcher Clean Park Program Agreement

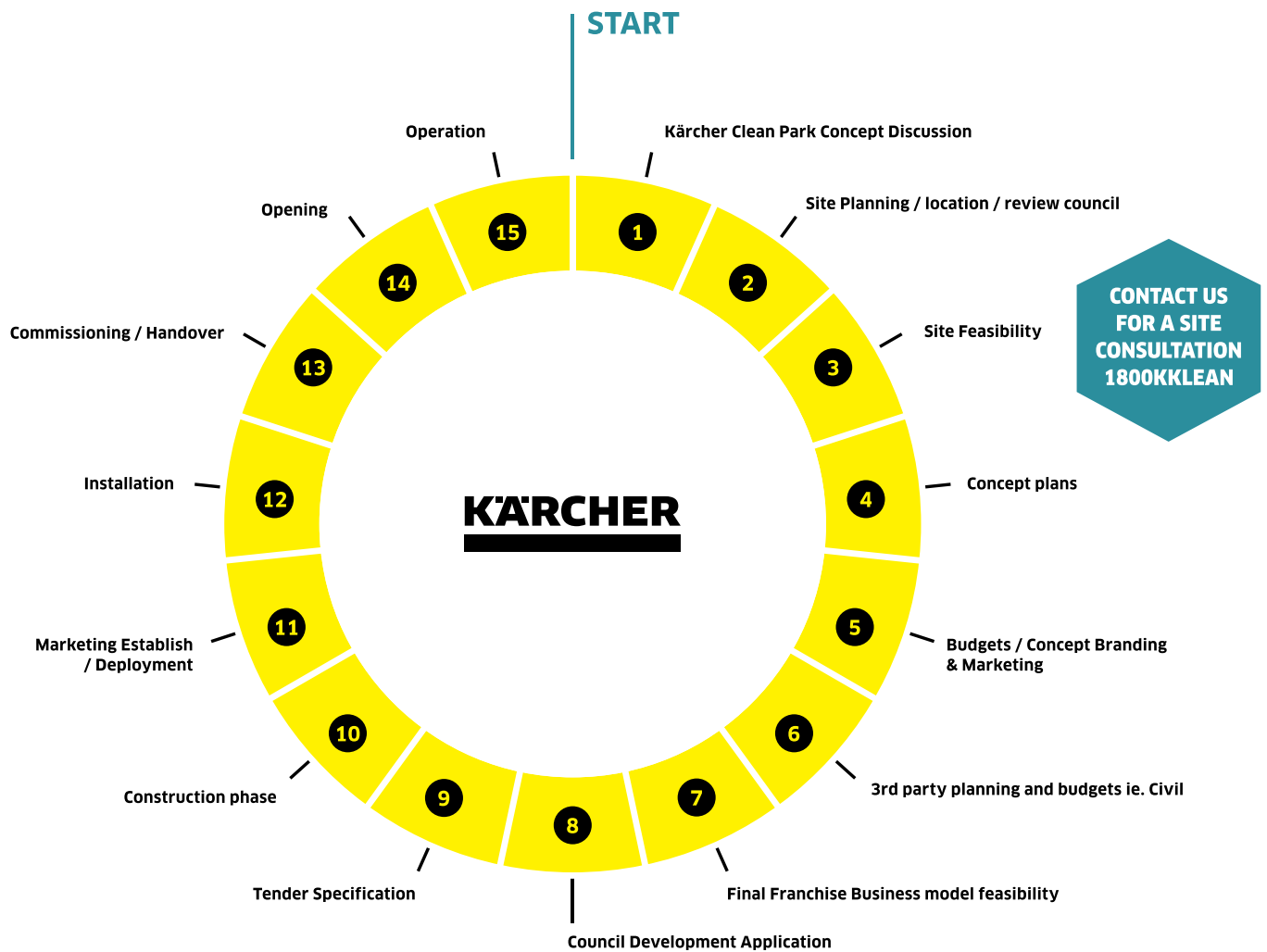
The investor/operator must enter into a Kärcher Clean Park Program Agreement, which includes the following programs. Please refer to this document in detail for a summary of inclusions and what is mandatory vs. optional.

1. Marketing and Community Engagement Program
2. Preventative Maintenance, Service, and Warranty Program
3. Kärcher Clean Park Training Program
4. K!Connect Remote Management Program
5. Operating and Reporting

The Clean Park program agreement will be for a minimum of 5 years with renewal/extension options for a further 5 years



# KÄRCHER: PARTNER FOR YOUR SUCCESS



Before moving forward with the Kärcher Clean Park project, Kärcher conducts a thorough qualification process to assess the viability of the proposed site and the suitability of the potential owner/operator. This process begins with an initial inquiry, where Kärcher gathers key information about the investor's vision, location, and business goals. Potential investors receive an overview of the Kärcher Clean Park Program, including brand licensing requirements, ongoing commitments such as training and compliance, estimated investment costs, and potential return on investment. A high-level site evaluation is also conducted to assess location suitability, accessibility, competition, and overall feasibility.

In addition to site assessment, Kärcher evaluates the financial capacity and operational capabilities of the investor to ensure long-term success. This includes reviewing their ability to fund the necessary investment, sustain operational costs, and meet the program's financial requirements. Kärcher also considers the investor's industry experience, business management skills, and commitment to upholding Kärcher's brand and customer service standards. Based on this qualification process, Kärcher will either approve the investor to proceed to the project discovery phase or provide feedback and alternative recommendations if the criteria are not met.

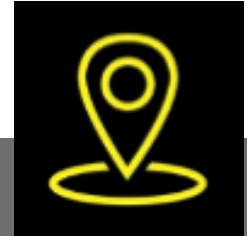
The next pages will outline some potential models, site layouts and overall considerations.



# **SITE FEASIBILITY**

# GENERAL SITE REVIEW

Thorough research in these areas helps ensure you select a location that maximises visibility, customer demand, and profitability.



## 1. TRAFFIC & ACCESSIBILITY

- **Traffic Volume:** Conduct traffic counts to determine how many vehicles pass the site daily. High visibility and traffic flow increase customer potential.
- **Ingress & Egress:** Ensure easy entry and exit for vehicles without causing congestion or requiring complicated turns.
- **Proximity to Main Roads:** Locations near busy roads, shopping centers, or intersections tend to attract more customers.

## 3. COMPETITION ANALYSIS

- **Existing Car Washes:** Identify nearby competitors, their pricing, service offerings, and customer reviews.
- **Service Gaps:** Look for under-served areas or gaps in services (e.g., lack of automated or eco-friendly washes).
- **Customer Preferences:** Research what local customers value—speed, quality, price, or convenience.

## 5. SITE SUITABILITY

- **Land Size & Layout:** Ensure enough space for washing bays, vacuum stations, customer waiting areas, and vehicle circulation. Recommend 1500m<sup>2</sup> +
- **Drainage & Utilities:** Assess the availability of water, power, and drainage infrastructure to support car wash operations.
- **Future Development Plans:** Investigate any upcoming road changes, construction projects, or zoning changes that could impact your business.

## 2. DEMOGRAPHICS & TARGET MARKET

- **Population Density:** Assess the number of residents and businesses nearby to estimate customer demand.
- **Vehicle Ownership Rates:** Higher car ownership in the area means more potential customers.
- **Income Levels:** Mid-to-high-income areas may support premium car wash services, while lower-income areas may require budget-friendly options.

## 4. REGULATORY REQUIREMENTS

- **Zoning Laws:** Confirm if the land is zoned for car wash operations.
- **Environmental Regulations:** Check for water usage restrictions, wastewater disposal requirements, and sustainability regulations.
- **Permits & Licenses:** Identify all necessary business permits and compliance requirements.

## 6. ECONOMIC VIABILITY

- **Rental/Purchase Costs:** Compare site costs with projected revenue to determine feasibility.
- **Operational Costs:** Estimate expenses for utilities, staffing, maintenance, and marketing.
- **Potential ROI:** Conduct financial modeling based on expected customer volume and pricing strategy.





# EQUIPMENT OVERVIEW





# AUTOMATIC GANTRY

With our Klean!Star gantry car wash range the vehicle wash becomes an experience. Unique functions and design options impress even the most discerning customers.

- Extended drive through width at mirror and wheel wash height
- Powerful contour following dryer for optimised air flow and outstanding drying result
- Multi-disc wheel wash with height adjustment for perfect rim cleaning
- CareTouch brushes tilting to adapt to every vehicle contour
- Integrated water saving function
- Intelligent frame concept

Customised high-pressure options, a clever lighting concept, efficient cleaning and care programmes, as well as the Klear!Line detergent line, complement the wash experience.



Video  
**CW 5 Klean!star iQ**



# FORECOURT

With low investment costs, the site can be extended quickly and without high expenditure to include forecourt units.

The service portfolio is complemented and the attractiveness of the site is increased. The forecourt units are quick to set up, require little space, are easy to operate and offer the opportunity of additional income.



# MANUAL WASH SYSTEMS



SB OB ENTRY - LEVEL UNIT	SB MB - THE COMPACT SYSTEM	SB MU - THE FLEXIBLE SYSTEM
Self-service one bay unit	Self-service multi bay system	Self-service multi bay system
1 wash bay	2 - 4 wash bays	4 - 8 wash bays
4 wash programs	5 - 11 wash programs	5 - 11 wash programs
Water softener as option	Water softener as option	Water softener as option
Reverse osmosis as option	Reverse osmosis as option	Reverse osmosis as option
	Skid version or Cab version	Container version or component version for an on-site technical room



# SUSTAINABILITY

Take action. Everyone's talking about environmental protection and sustainability. This is your and our contribution.

### WRB Bio water reclamation system

Water treatment through natural processes using microorganisms results in outstanding reclaim water quality and saves up to 98% fresh water. Thanks to this high process efficiency and degradation capacity of the bacteria, almost all the water can be reused. Other benefits for you include compact design and lower service costs.

### WRP Car Wash water reclamation system

With this system you save up to 85% fresh water. It recycles oil-free waste water economically and effectively without flocculation chemicals. You can reuse the recycled water for all wash programmes. This modular and flexible system gives you the optimal solution for almost every site.





# PERFECT CARE PLUS PROFIT

With different passage widths our Klean!Star gantry car wash is suitable for washing vehicles of various sizes and track widths. The linear wheel washer with scissors mechanism detects the vehicles even if they are not in the middle.

For optimal vehicle contour detection the side brushes are tilted or locked by up to 15° – for superb cleaning results of the upper vehicle areas as well as the sills. The 3-stage K!Dry dryer with all-round drying ensures the perfect drying result without any undesired dripping. Customised high-pressure options, efficient cleaning and care programmes, as well as the powerful and effective detergent of the Kärcher Klear!Line, complement the wash experience.

## KEY FEATURES: CW3

Wash height H (mm)	2100 - 2900
Drive-through width (mm)	2450 / 2600
Fresh water supply (volume) (Litres per minute)	80
Fresh water supply (pressure) (Bar)	4
Voltage (Volt)	400
Frequency (Hertz)	50
Number of phases (Phases)	3

### Integrated water saving function

- Protects valuable resources.
- Lowers the operating costs.

### Intelligent frame concept

- For the safe and time-saving installation of the system.
- Lower costs for installation.



### K!Design – Distinctive design, advanced technology.

Available either in the Kärcher design or in individual preferred colour.



### K!Dry – Perfect all-round drying

Powerful 85-degree, 3-stage dryer with no undesired dripping. For universal use.



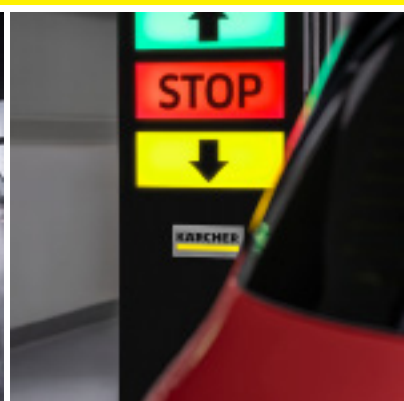
### Extended contour width at mirror and wheel washer height

More space for safe and comfortable positioning of the vehicle. Suitable for different sized vehicles.



# CW 3

The Klean!Star gantry car wash is the perfect solution for maximum efficiency and cost-effectiveness of your site thanks to comprehensive equipment options.



## DO YOU WANT TO FIND OUT MORE ABOUT THE CW 3?

Follow this link on our website. Here, you will find all the information about vehicle cleaning with Kärcher. Click the link below.

**CLICK HERE FOR  
WEB LINK**



# SHINY ON THE MOVE

Different types of commercial vehicles like trucks, truck with trailer, articulated trucks, buses or vans with our without spoiler, with or without tailgate or with different types of mirrors can be washed. The maximal wash width is 2.90 m and the maximal wash height is 5.05 m.

Four steelwork heights are available. The steelwork gives the possibility to reduce the plant and wash height up to 300 mm in steps of 100 mm. Hereby the TB can be adjusted to individual conditions. The width of the TB can also be reduced up to 200 mm. The basic plant is hot-galvanised and can be powder-coated in OF 302 (RAL design card 7500) if requested. The electric cabinet is mounted on the right side and the water and media cabinet on the left side.

KEY FEATURES: TB 50	
Washing bay requirement (mm)	5500x1250x1720
Washing height (mm)	5050
Fresh water supply (volume) (Litres per minute)	100
Fresh water supply (Bar)	4 / 6
Power consumption (kW)	5.3
Type of current (Phases/V/H)	3 / 400 / 50
Weight without accessories (kg)	1613

## Vehicle positioning

The vehicle to be cleaned is directed to the start position using a guide or traffic light.

## Perfect prewash

The shampoo is applied by the truck wash gantry during the mechanical prewash. Stubborn dirt in hard to reach places is removed quickly, simply, and economically during a manual prewash. For mineral deposits such as plaster, limescale, mortar, and concrete, we recommend the VehiclePro Truck Cleaner, acidic RM 804. For all other types of dirt, use the VehiclePro Truck Cleaner, alkaline RM 805.

## Individual programme selection

The correct programme for the appropriate vehicle can be selected quickly and easily via a large, durable and easy-to-use operation panel.

## Effective brush wash

Once pre-cleaning is complete, any remaining dirt is removed quickly and efficiently using a brush wash and our VehiclePro Brush Shampoo RM 811.



### Low maintenance effort save on time and costs

Tried-and-tested belt or direct drives make lubrication of the system unnecessary.



### High user-friendliness makes working processes faster and easier

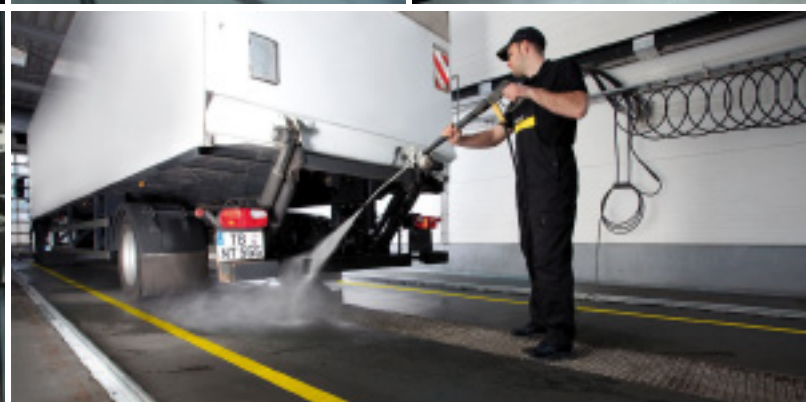
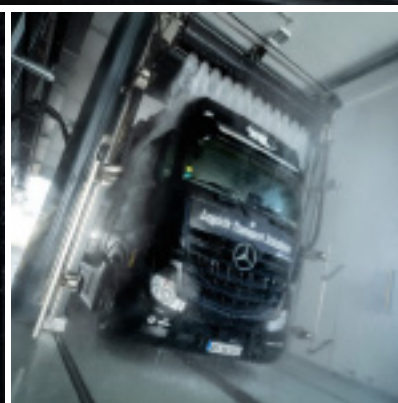
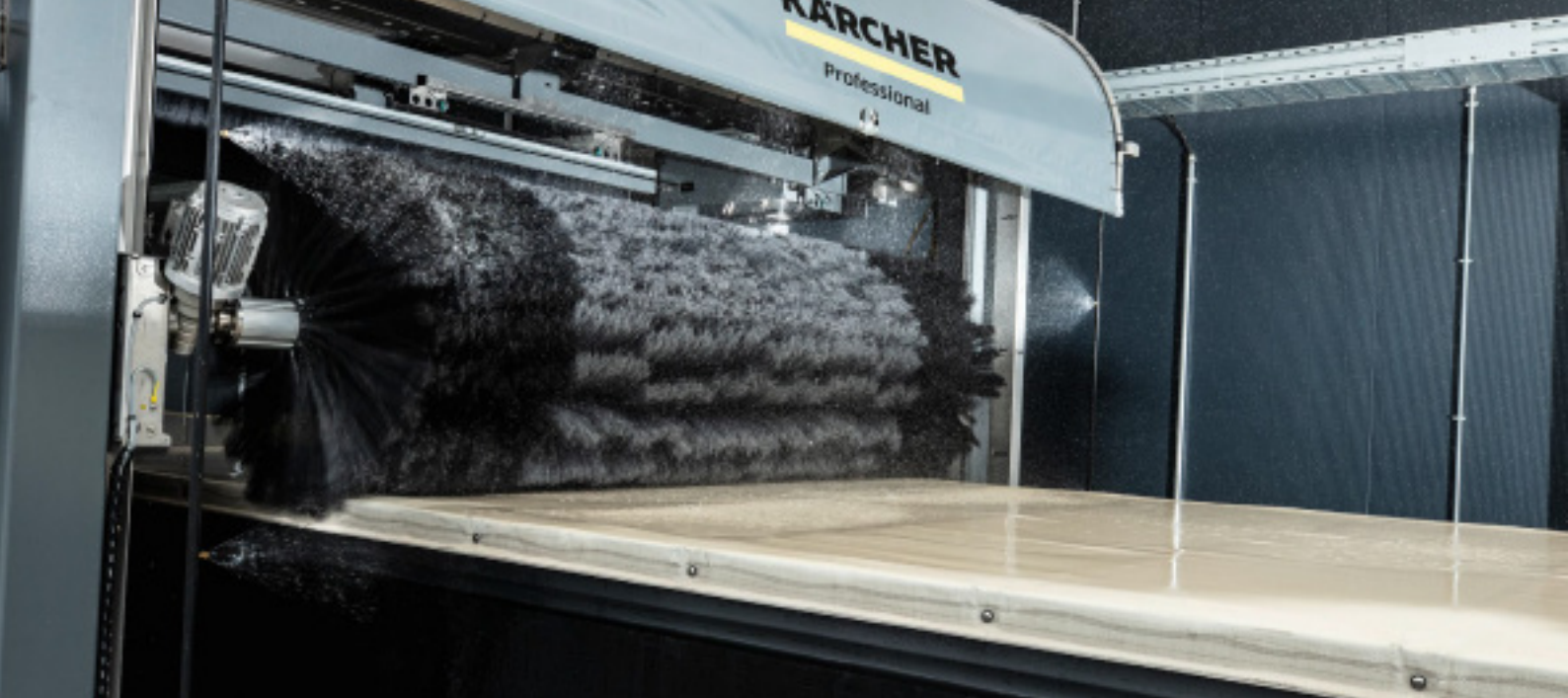
Large, clear and robust control panel with intuitive user interface which can be used while wearing work gloves.



### High variability for vehicle types, construction and expansion options

Universal CAN bus control for easy installation and individual expansion options.





## DO YOU WANT TO FIND OUT MORE ABOUT THE TB 50?

Follow this link on our website. Here, you will find all the information about vehicle cleaning with Kärcher. Scan QR code or click the link below.





# SUSTAINABILITY

Kärcher your partner for a more sustainable future



## Water Usage

Kärcher Vehicle Wash's primary goal is to minimize water consumption through the implementation of advanced water reclamation systems. These systems offer an impressive water recycling capability, achieving between 85% and 98% efficiency in rollover gantry washes. To support this high level of water recycling, Kärcher Vehicle employs a combination of traditional mechanical filtration and cutting-edge advanced biological solutions.

The integration of these filtration technologies ensures that the water used in vehicle washing is effectively purified and reused, significantly reducing the overall water footprint of the process.



## Power Usage

Kärcher is deeply committed to a net-zero future, focusing on creating energy-efficient products and empowering clients to better manage and reduce their energy consumption. This commitment extends across the entire lifecycle of our products, from the initial design and research and development phases to their use by customers. By integrating advanced technologies and sustainable practices, we aim to lower overall carbon emissions significantly.

Our dedication to innovation ensures that every Kärcher product not only meets high standards of performance but also contributes to a greener, more sustainable world. Through these efforts, we strive to make a positive impact on the environment while supporting our customers in their journey towards reduced energy consumption and a lower carbon footprint.



## Chemical Usage

Kärcher is dedicated to reducing chemical usage and developing greener, more environmentally friendly cleaning solutions. Our chemicals are formulated to deliver efficient and effective cleaning while minimizing time, water consumption, and unnecessary labor, thus driving more efficient outcomes.

Through our continuous development program, we ensure that Kärcher chemicals remain at the forefront of the vehicle wash industry, consistently meeting high standards of environmental sustainability. This commitment not only supports ecological health but also enhances the overall efficiency and performance of our cleaning solutions.



Video  
Kärcher Clean Park Plus



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