

SELF SERVICE CAR WASHES

KeyTronics, Inc.

KeyTronics, Inc. offers the QuikPay™ product line and is now a leader in the “cashless vending” car wash market. QuikPay™ is a convenient, “cashless” hardware and software solution for self-service car washes. KeyTronics is also working to expand their product line in ways to better serve the market.



A Perfect Fit for Car Washes

There were a number of reasons for developing QuikPay™ for the car wash market:

- 1) reduce employee theft with a cashless system
- 2) ability to offer fleet programs an easy to implement and administer system
- 3) encourage more frequent use with pre-payment
- 4) create customer loyalty with a unique program identity
- 5) lower implementation costs compared to other cashless options

The Solution is Key

The “QuikPay” Cashless Vending System takes advantage of Datakey Electronics rugged memory Keys to store prepaid credit or even billing data for patrons who prefer to receive periodic invoices. The Keys used to operate the QuikPay system are extremely secure and durable. Unlike car wash tokens, which have a preset value for a single use, the Keys allow customers to choose the precise amount of service they want and can be used again and again.



“Not only does everyone know how to use a key, but it’s right there on your key ring, ready to use. The simpler and easier you make it for your customers, the more they will use your service. A perfect fit for a car wash,” commented Chris Klar, Auto Clean Car Wash. “I acquired over 50 new key customers in less than two months of operation.” Klar reports that he acquired his new “key” customers with a minimum of promotional effort. “Because this simple transaction of just turning a key saves my customers time and effort, it turns what is usually a chore into a fun and effortless experience, increasing loyalty and ensuring return visits and even more frequent visits,” says Klar.

Fully-Engineered

The Key inserts into a high-cycle (200,000 insertions minimum) mating Keyceptacle® designed into the QuikPay unit. Datakey Electronics’ KC4210 Keyceptacle provides intuitive operation, positive Key retention and an ergonomic “click” into position to offer tactile confirmation when a Key is inserted and turned. There is also a LOFO contact that may be used to protect the host bus by ensuring the Key has made secure contact with the Keyceptacle before any signals are transmitted.



They Chose Datakey Electronics

By purchasing the QuikPay™ System from Datakey Electronics, KeyTronics was able to procure a proven, off-the-shelf product that has helped expand their market base. Additional features that make the Key well-suited for this application are its ruggedness and ability to tolerate the harsh chemicals of the car wash environment.



3/15/01 **Rainbow Car Wash Invoice** 1

Send Payment To:

Rainbow Car Wash
1212 Main St
Anytown, ST
55555

To: Accounts Payable
America Coffee Co
3453 Bluebell Lane
Anytown, ST
55555

Invoice: 2-1000

Prev Bal	-0.00
-Payments	00.00
+Purchase	00.00
-Discount	00.00
+Finance	00.00
Cash	00.00
Amount Due	00.00

Due Date: 3/30/01

Please return this portion, with your payment. Billing period ends: 2/28/01

Features included in this bill:

Controller	User	Name	Date Time	Cash	Billed
3235 Self Serve - Bay #1	102	04 Data	11/07/00 10:53:30 AM	00.00	02.50
3235 Self Serve - Bay #1	102	04 Data	11/07/00 10:53:40 AM	00.00	02.50
3235 Dip #4 - Wash End	102	04 Data	11/07/00 10:53:54 AM	00.00	01.50
3237 Vacuum #1 - Exit Drive	102	04 Data	11/07/00 10:54:00 AM	00.00	01.25
3011 Bay #3 Self Serve	102	Thomas Caron	11/08/00 8:38:00 AM	00.00	00.00
3011 Bay #3 Self Serve	102	04 Data	11/08/00 8:38:20 AM	00.00	00.10
3011 Bay #3 Self Serve	102	04 Data	11/08/00 8:38:22 AM	00.00	00.10
				Total:	00.00 00.00

We appreciate your business.



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