

Three D's

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Future Fuelling

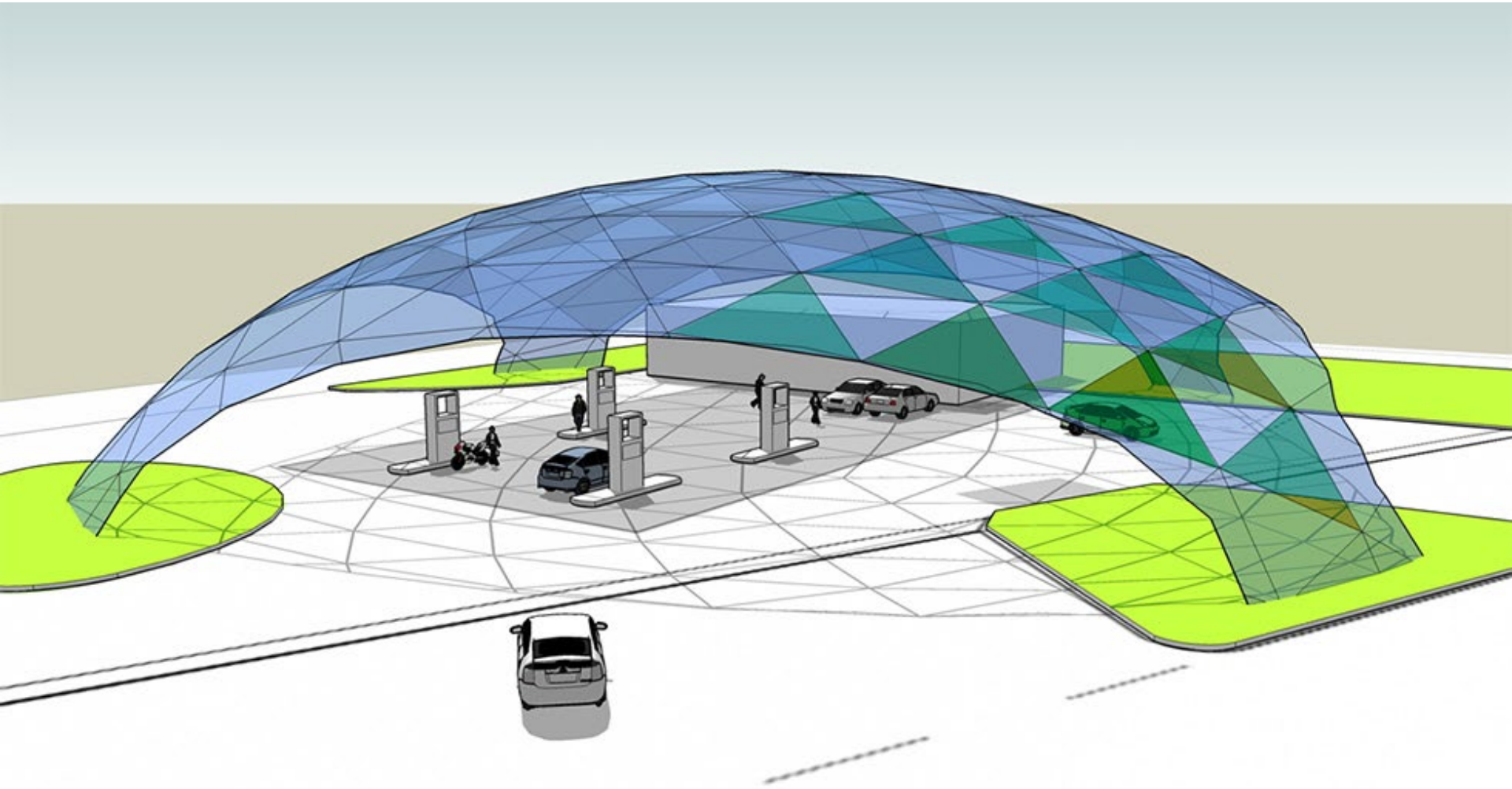
david@futurefuelling.com

'The Future of Car Wash'

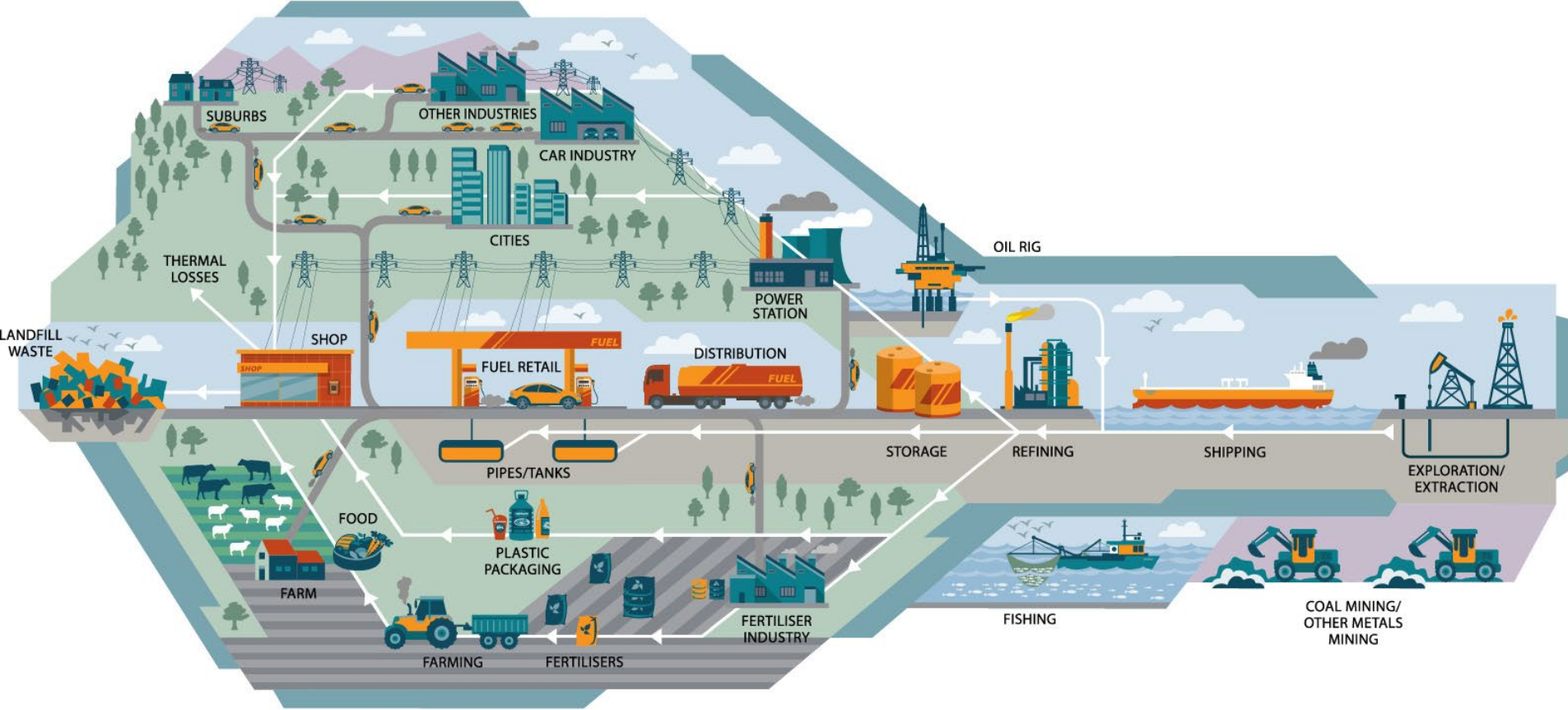




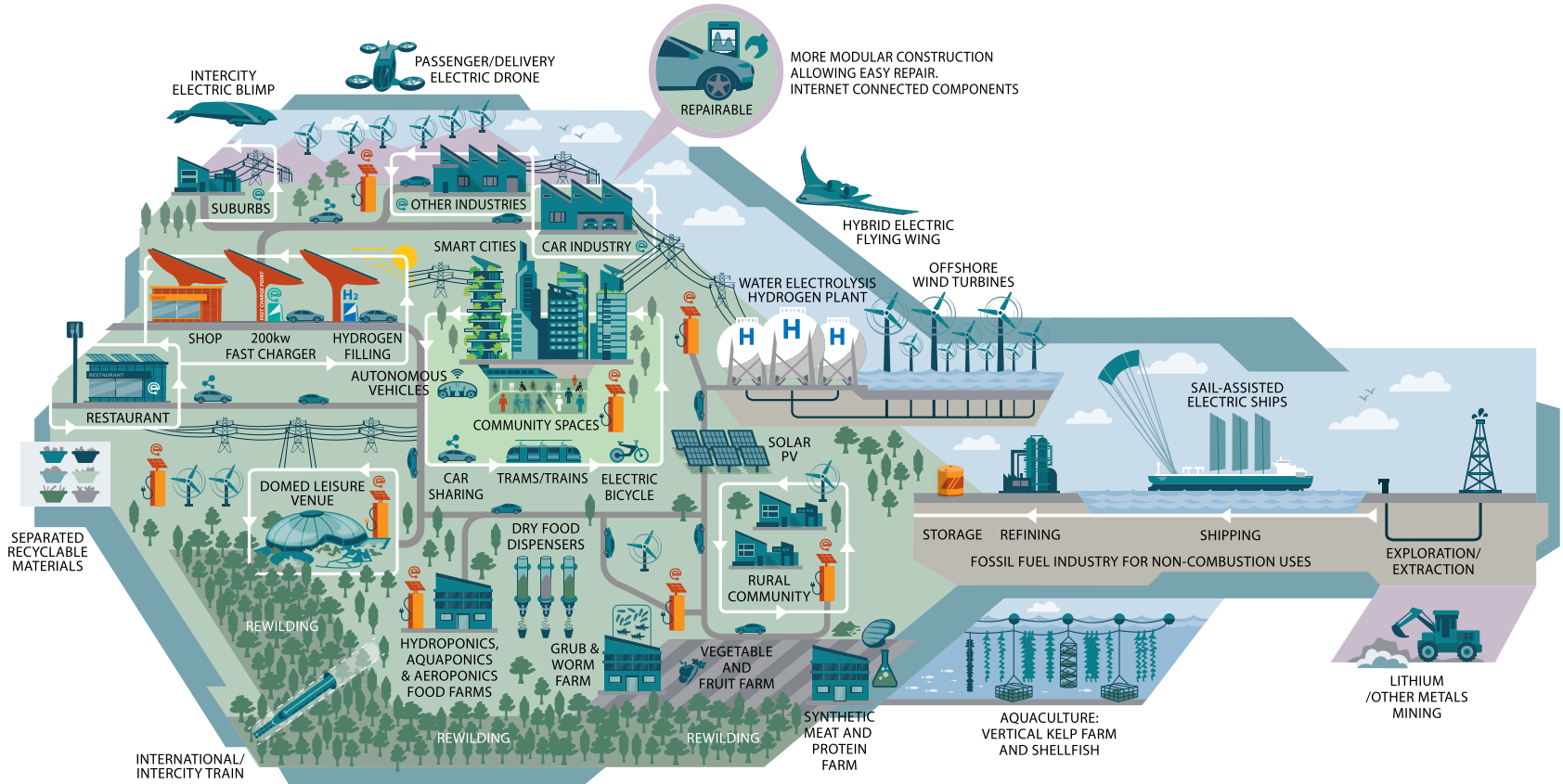
Forecourt Design by Future Fuelling ©



CURRENT LINEAR FOSSIL FUELED CENTRALISED ECONOMY



FUTURE CIRCULAR SMART DECENTRALISED ECONOMY

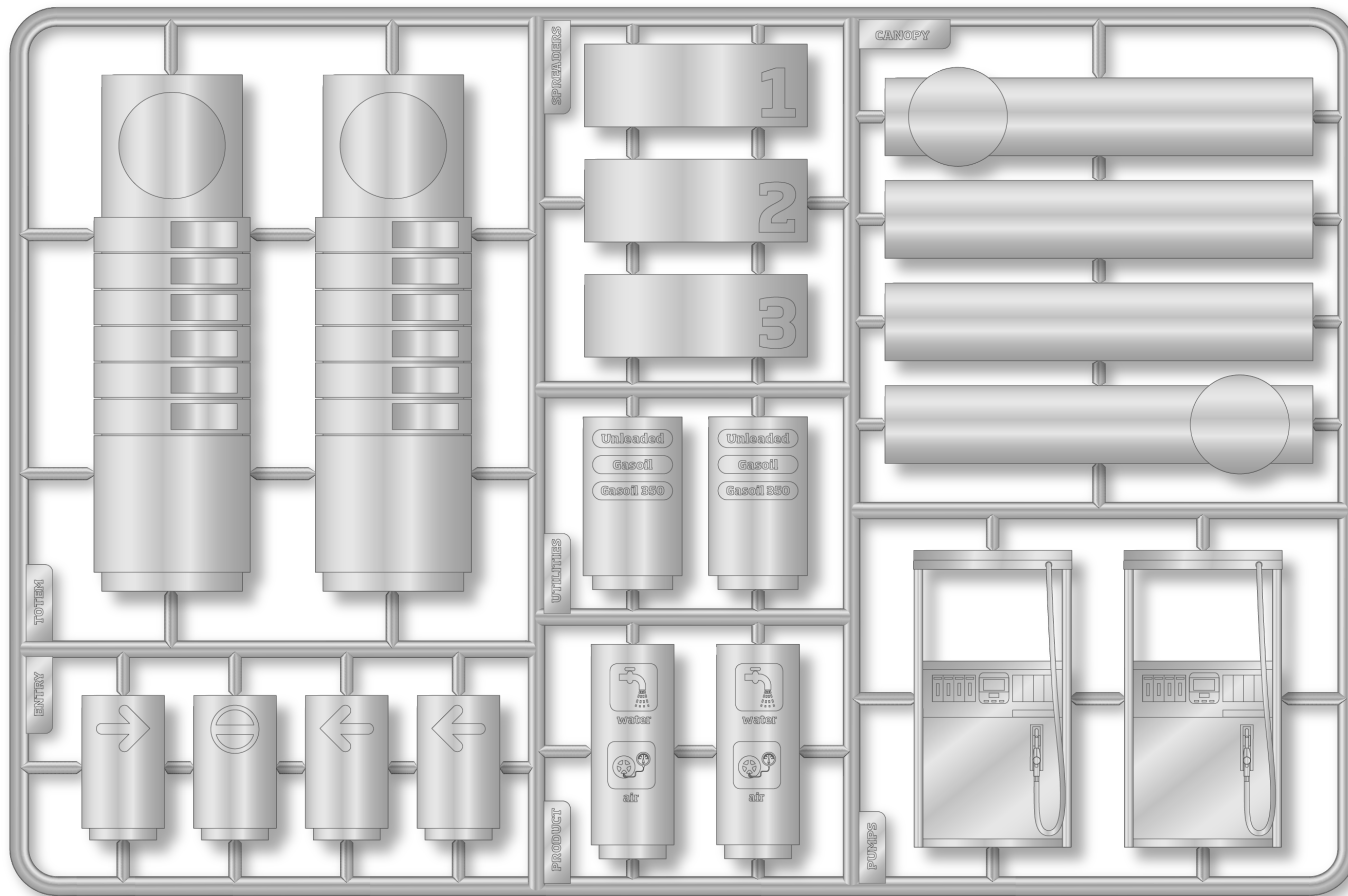




Now



Future, fuels less important



Reducing cost through consolidation
and rationalisation; 'kit of parts'

Kostenreduzierung durch Konsolidierung und Rationalisierung; „Baukastensystem“

Branding



Mobil



1987

2007-2014

BP



1990 &
2016



Shell



1999,
2012 &
2022

Lukoil



2009

Gazprom



2018

Surgutneftgas



2012

eka



2008 &
2023

Rosneft



1995 &
2013

Petronas



2013

Metro Philippines



2012

Winxo



2016

Star
Senegal



STAR ENERGY



STAR ENERGY



STAR ENERGY

SO



Carburants de qualité STAR ENERGY



STAR ENERGY

entretien
que
age



2016

Namcor

Namibia



NAMCOR



OLA Energy

2018



2008 &
2023

Petrol Ofisi



Case Study 1

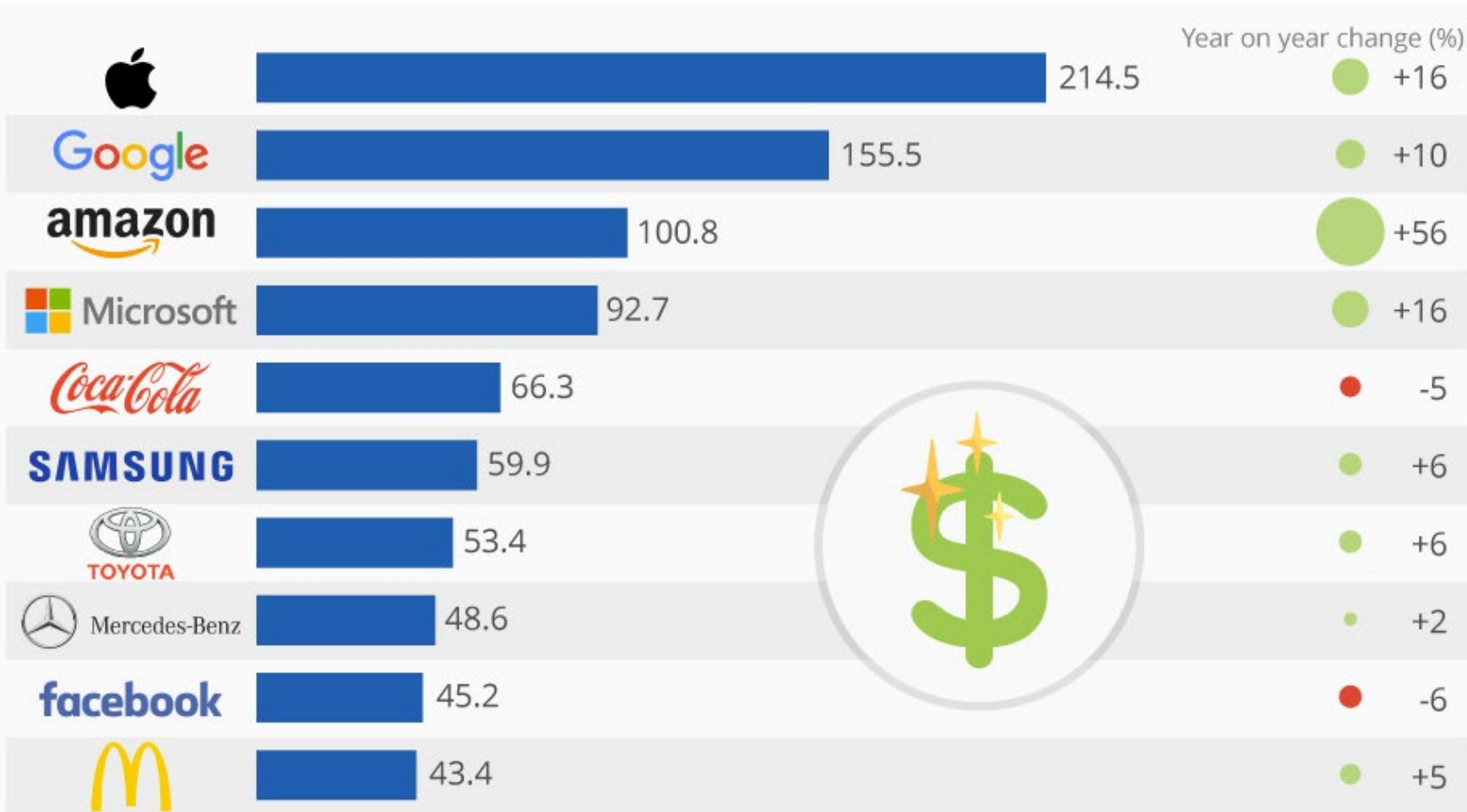
IMO



LO
mi

Car Wash





@StatistaCharts Source: Interbrand

Branding adds value

Branding schafft Mehrwert

statista

2018



LOVE YOUR CAR

Autowäsche

LOVE YOUR CAR



Betreten
verboten!



Betreten
verboten!

Achtung
Ausfahrt

Case Study 2

EKO - Greece




car wash

WashTec



 car wash

 dog wash

 e-bikes







car wash



Case Study 3

Raiffeisen

Raiffeisen



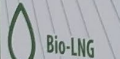
Raiffeisen



Kraftstoffe der Zukunft



KlimaDiesel



Bio-LNG



Diesel



X Raiffeisen



Raiffeisen



Wasserstoff
H₂
Raiffeisen X
Kraftstoffe der Zukunft

Wasserstoff
H₂
Raiffeisen X
Kraftstoffe der Zukunft

TANKAUTOMAT

rhv

Resato
Hydrogen Technology

GEN-tec

Waschanlage

PKW-Programme

1	Standard	4,80
2	Standard + Fensterreinigung	11,90
3	Standard + Innenreinigung	9,90
4	Standard + Innenreinigung + Fensterreinigung	7,90

Transporter

6	Standard	12,90
7	Standard + Innenreinigung	14,90
8	Standard + Innenreinigung + Fensterreinigung	16,90



Box 1

Box 2

Box 3

Max. Durchfahrhöhe 2,40m

Max. Durchfahrhöhe 2,40m

Max. Durchfahrhöhe 2,40m



Staubsauger



Staubsauger



Case Study 4

Bavaria Wash

BAVARIA
petrol

Autowaschl
aße

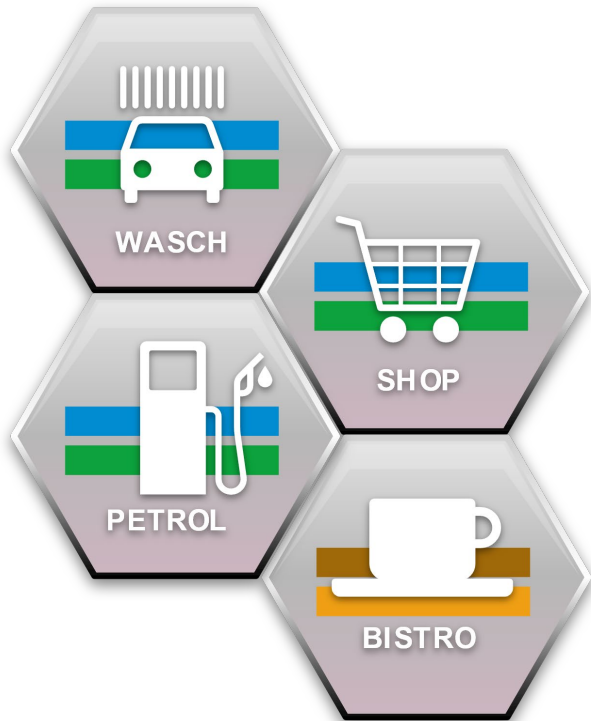




Masterbrand

Distressed Purchase
(Notkauf)

Destination Purchase
(Zielkauf)



BAVARIA Bistro

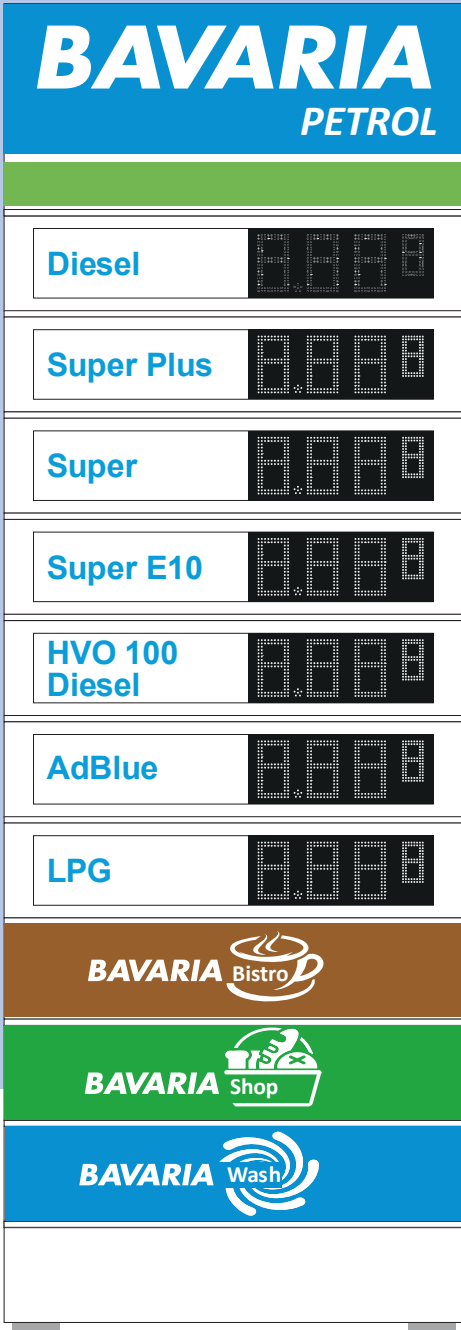


BAVARIA Shop



BAVARIA Wasch



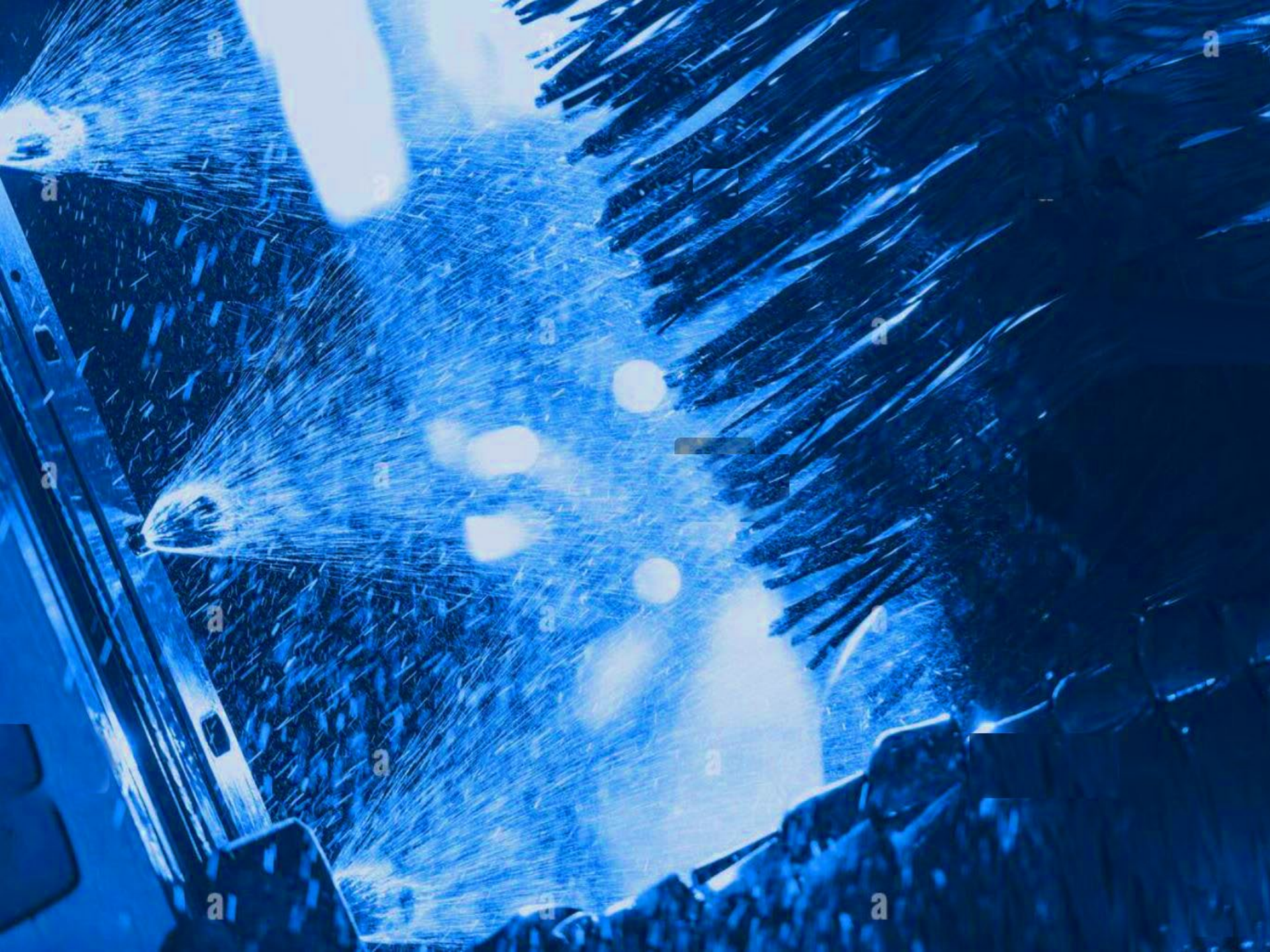





BAVARIA YACHTS

 **BAVARIA**
petrol







A stylized blue graphic element on a dark blue background. It features a jagged, arrow-like shape on the left that transitions into a checkered pattern of blue diamonds that tapers to the right.

BAVARIA Wasch



BAVARIA Wasch

Waschstrasse





**BAVARIA
petrol**

**BAVARIA
Wasch**



Waschstrasse

**BAVARIA
Wasch**



Waschstrasse

**BAVARIA
Wasch**



Waschstrasse

BAVARIA Wasch

BAVARIA Wasch





BAVARIA Wash

Für Dein Auto



Super Klean
Wash plus wax

€19.00

Krystal Klean
Wasch

€9.99

Super Klean
Wasch

€15.00

BAVARIA Wash

Für Dein Auto



Super Klean
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Krystal Klean
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BAVARIA Wash

Für Dein Auto



Super Klean
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Super Klean
Wasch

€15.00

lorem ipsum

BLAU GRÜN

Car care services

BLAU GRÜN
auto-wasch

BLAU GRÜN



BLAU GRÜN

auto-wasch

Für Dein Auto

Achtung
Ausfahrt

Case Study 5

Future Fuelling



Jetwash

Future Wash

1

2

3

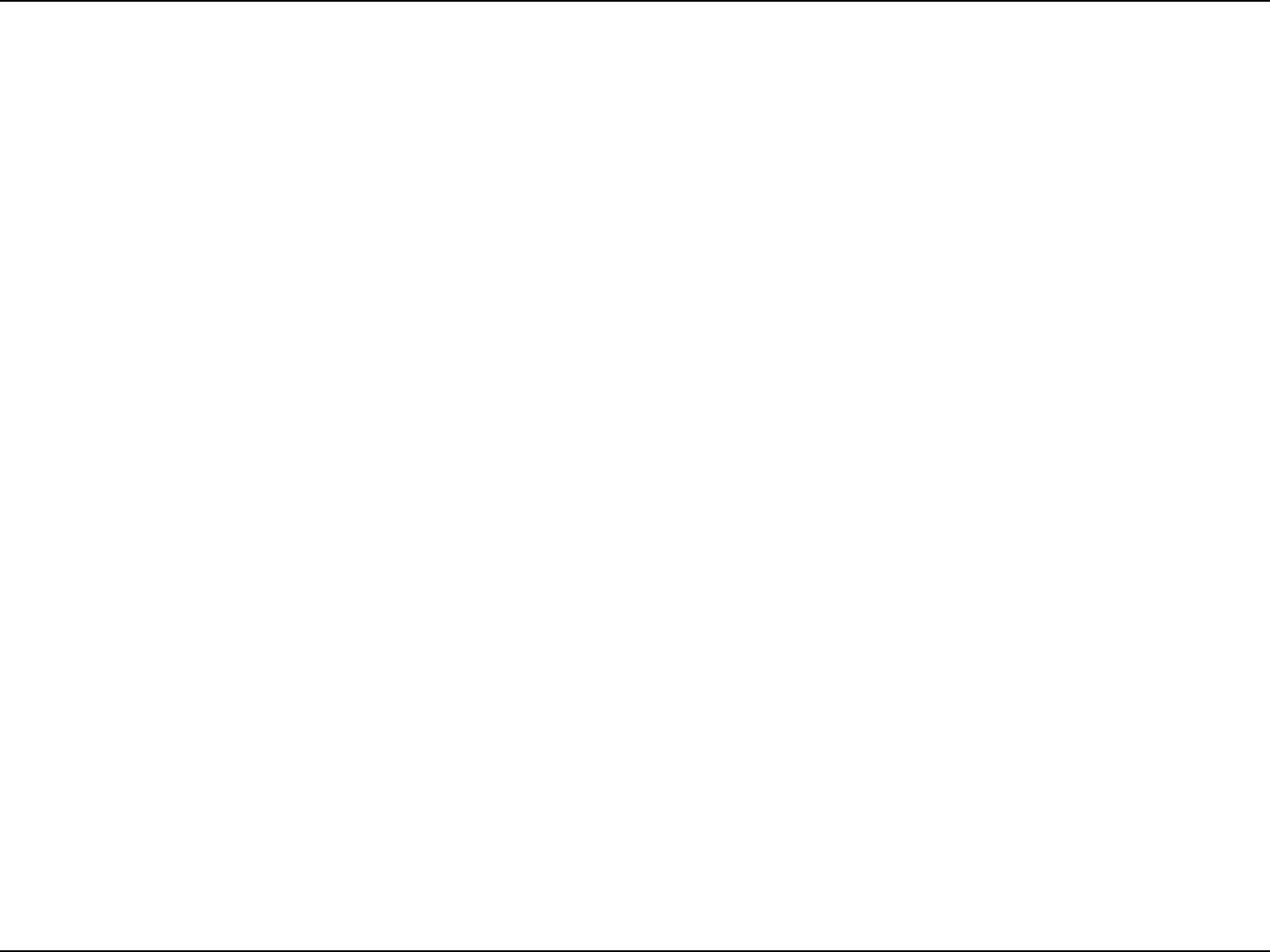


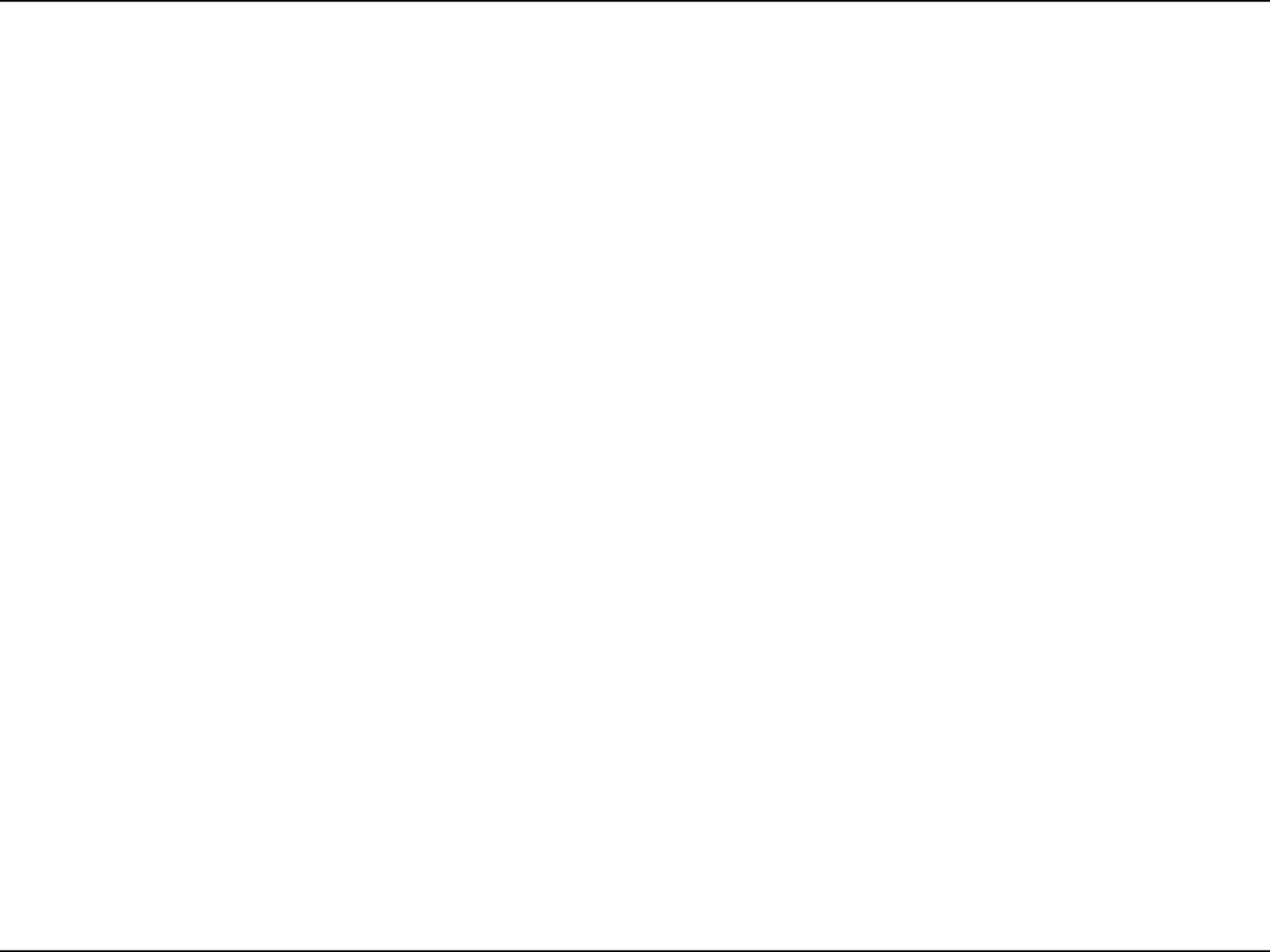


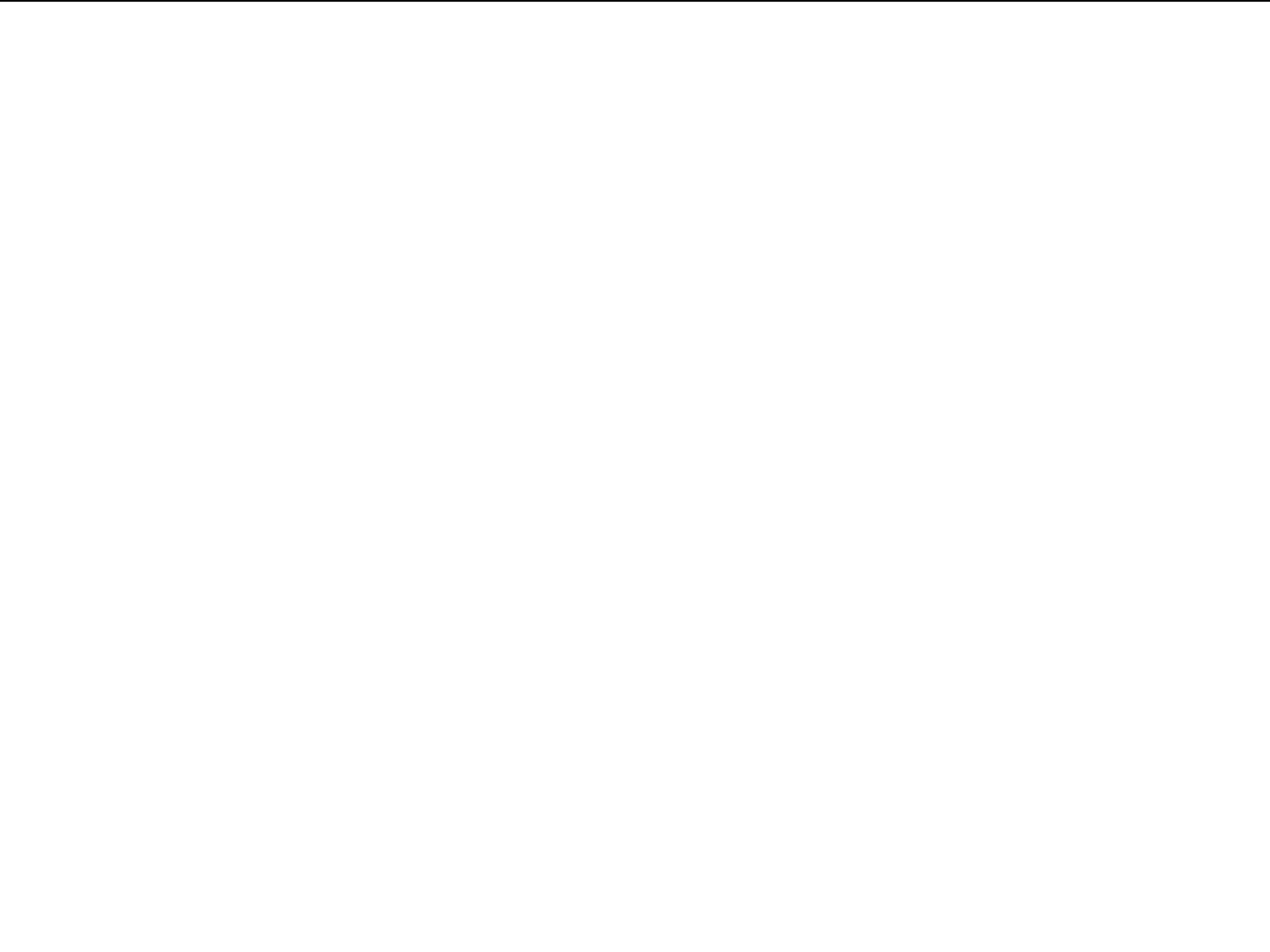
Jetwash

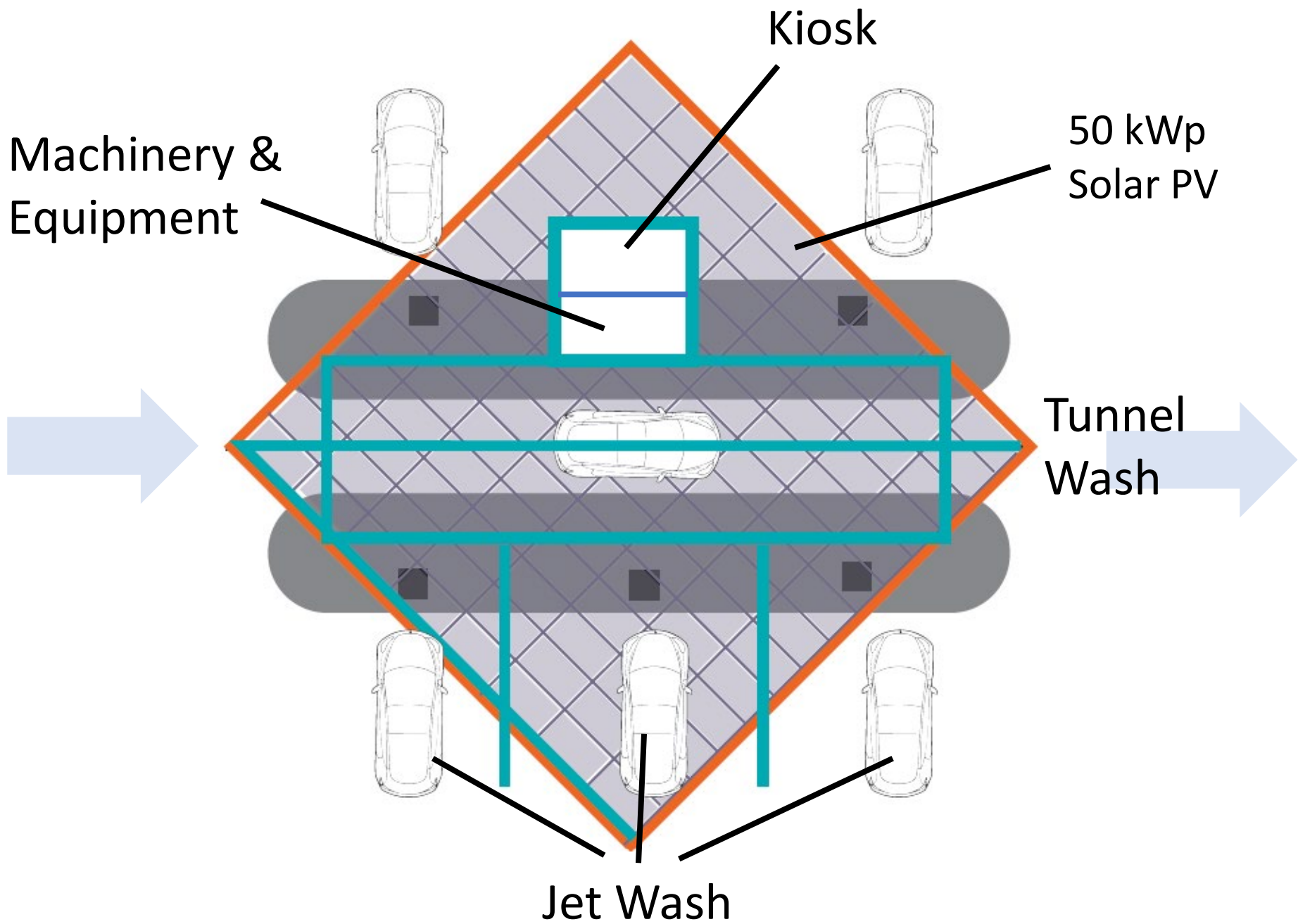
3











Summary – The Future is...

- A **destination**, not an errand.
- Driven by **brand trust** (franchise or independent – choose wisely).
- **Facing new competition** (convenience stores, fuel companies, Amazon, coffee chains).
- **Frictionless & contactless** (LPR, auto-pay).
- **Eco-efficient** (85%+ recycled water, solar, heat pumps) – and a **legal moat**.
- **Subscription-based** (recurring revenue locks in customers).
- **EV-integrated** (charge while you clean).
- **AV-ready** (robotaxi fleets will need washing).
- **Chemically advanced** (green, AI-dosed, winter-optimised).
- **Mobile-robot enabled** (home & business visits).
- **Mat cleaning & dog wash ready** (high margin, sticky add-ons).
- A **symbiotic hub** (wash + coffee + detail + charging + mats + dogs).
- **Architecturally distinctive** (visible, inviting, smart).

