

For Immediate Release

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Prototype motorcycle wash debuts in Indy with MotoGP

Moto Express Wash™ is country's first automated motorcycle wash

INDIANAPOLIS —The country's first automated, touch-free wash for motorcycles (Patent Pending) is being introduced this week, coinciding with the inaugural Red Bull Indianapolis GP motorcycle race at Indianapolis Motor Speedway. The prototype wash – Moto Express Wash™ was designed and built by Harrell's Car Wash Systems, a local company that's built and operated car washes for three decades around the Midwest.

Owner Mark Harrell, a long-time motorcycle enthusiast, got the idea several years ago after talking to Paul Teutul Sr. from Orange County Choppers and the cable TV series American Chopper. Harrell was intrigued and went to work developing the country's first automated touch-free motorcycle wash (Patent Pending) at his shop on the west side of Indianapolis. It has taken three years, but Harrell's team of engineers, computer technicians, welders and other specialists have designed and built the prototype, which is open for business at the Dirt Stripper Car Wash at 4980 Crawfordsville Road, about a block west of the Indianapolis Motor Speedway.

From a distance the Moto Express Wash™ looks like a normal automated car wash bay. The motorcycle is ridden into the bay, which is the same size as a standard car wash bay. The kickstand is put down, and the rider dismounts. The bike is secured through a computerized system that activates blocks at the kick stand and at the front tire, so whether you're riding a Vespa or a chopper, the bike is held in place in an upright position during the entire wash process.

An arm moves across and over the bike for pre-soak, wash and spot-free rinse – at the same time, the front and rear wheels are being rotated and cleaned, and then it's air-dried. The whole process takes less than five minutes. Until now, motorcycle owners had to rely on hand washing to clean their bikes, a process that could take at least two hours.

"Wash. Dry. Ride.SM It's really that simple," says Harrell, who has spent the last several months test marketing Moto Express Wash™, and plans to make it available to other car wash owners and motorcycle dealers beginning in the spring.

“It was a big hit with the Harley riders and the Indianapolis Police Department Drill Squad,” said Harrell. “Harley is excited about the opportunities it will have to offer Moto Express Wash™ in dealerships. Riders are excited, because they can spend less time washing their bikes and more time on the road.”

Timing is right considering an estimated 23.7 million people in the U.S. own a motorcycle, a number that continues to climb thanks to high gas prices.

This week, visitors and competitors in Indianapolis for the MotoGP will get a chance to see for themselves how our patent pending automated wash for motorcycles works. The prototype Moto Express Wash™ is open from 7am to 6pm.

About Harrell’s Car Wash Systems

Mark Harrell bought his first car wash in 1977. Now with more than 70 employees, the company operates, builds and sells car wash systems throughout Indiana, Kentucky and Ohio. For more information on Harrell’s Car Wash Systems, visit online at www.HCWS.com. For more information on Moto Express Wash™, go to: www.MotoExpressWash.com.

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