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## **Traditional Car Wash Techniques in the Middle East use Approximately 150 Liters of Water per Vehicle**

*Car wash industry to convene at the Gulf Car Wash – Car Care Expo to work  
towards a mutual goal of water conservation;  
Water wastage, a major drawback in the car wash industry is driving companies  
to adopt sustainable and eco-friendly solutions*

Dubai, United Arab Emirates

The average water consumption rate in a traditional car wash is double that of a self-service wash bay, equating to nearly 150 litres of water for each vehicle. The region has over 11.87 million vehicles and the non-sustainable car wash method is having a detrimental effect on our water resources.

According to the UAE's Federal Energy and Water Authority (FEWA), the country has the highest per capita consumption of water which is 550 litres per day; three times that of European countries. The heavy consumption and lack of water resources in the Middle East are driving organizations to look at innovative, cost effective and sustainable methods to save water and money.

The Gulf Car Wash – Car Care Expo scheduled to be held from 2 – 4 November at the Dubai World Trade Center, will provide the car wash industry an opportunity to gather and share their industry knowledge on latest techniques and sustainable solutions. Other key attraction include the one-day conference with an impressive line-up of speakers from the international car wash and car care sector highlighting new trends and innovative technology in the industry, that are not only sustainable but are cost effective.

“In many parts of the Middle Eastern countries, the car wash business has taken off. In UAE particularly, the motorists are known for their modern outlook and keenness to adopt advanced technologies and solutions. Also, the notorious sandstorms make intensive cleaning and maintenance services a necessity” said *Jayaraman Nair, Chairman, VIS* – organizer of the Gulf Car Wash Car Care Expo, “Increase in water charges, coupled with sustainability initiatives by the Government is encouraging car wash operators to embrace eco-efficient products and solutions. In UAE itself, the automotive industry contributes close to AED367 billion in trade capital. There is immense scope for growth and innovation in the car care sector.”

The exclusive distributors for the water saving “optima steamer” - Oxygen Cleaning services, has a product range of eco-Gufriendly technology and machines that have minimum maintenance requirements making them different in the market.



Hisham Abu Alhaija, President, Oxygen Cleaning Services, says, “Many other industries are transforming and adopting eco-friendly products and technologies, the car wash industry should also take initiatives to contribute to an eco-friendly environment. The major drawback in the car wash industry is the “water wastage” which has to be stopped by adopting eco-friendly technologies. Steam cleaning helps save up to 98% water, and cleans and sanitizes a car more effectively than with water, the added advantage being that no chemicals are required and the solution gives the vehicle a natural shine. The traditional car wash technique consumes around 200 litres of water per car but with optima steamer we can wash and sanitize a car effectively by using 2-3 litres of water, which depicts our support towards ecofriendly environment.”

In the Middle East, the automotive sector is one of the key drivers of economic growth. As per the Frost & Sullivan industry report, Saudi Arabia leads the GCC market with 7.55 million cars, followed by UAE with 2.94 million vehicles and Kuwait with 1.38 million vehicles. With an expect 76.5% share by 2020, the UAE and KSA are predicted to dominate the overage GCC market. There is immense growth potential in this segment and along with it the need for enhanced car care solutions and services to match this growth.

The car wash industry in the Middle East is still in its nascent stages, with a long way to go. The primitive bucket wash is still present in the region and this has to be replaced with machine wash. While the industry is quite sizeable it is growing at a slow pace.

At the 2015 Gulf Car Wash Car Care Expo there will be a wide range of applications showcased, which when implemented can successfully lead to water conservation.

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### **About Middle East Cleaning Technology Week**

Organized by VIS Exhibitions, 'Middle East Cleaning Technology Week' (MECTW) is the region's first ever global forum that unites the cleaning and hygiene industry. Comprising of three dedicated shows, conferences, awards and associated events, MECTW aims to generate awareness of cleanliness and hygiene within the region and unite thought leaders, policy makers and investors across the world.

An extension of Clean Middle East Pulire, the Cleaning Technology Week has been conceptualized with the objective of focusing attention to creating a sustainable future by bringing all facets of the cleaning industry under a single umbrella. MECTW offers a platform to promote scientific cleaning practices, latest products, technologies and services to potential buyers in the MENA region. For the first time, MECTW will make way for two new platforms – laundry and car wash – along with a special outdoor section dedicated to street cleaning solutions and equipment.

For more information please visit: [www.mectw.com](http://www.mectw.com)

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