

# Splash Car Washes' Use of CPS® Products Revolutionizes Car Maintenance



by Autobody News Staff

For more than four decades, Splash Car Washes has established itself as a leader in the car maintenance industry. Founded in 1981 by **Curtis Fisher** in Greenwich, CT, the company has grown from a single location to a vast network of 65 car washes and eight oil change centers in Connecticut, New York, Massachusetts and Vermont. With a commitment to customer service and innovative solutions, Splash Car Washes now services more than 1 million vehicles annually and performs 6,000 oil changes monthly, showcasing its significant impact on its communities.

Splash Car Washes has continuously embraced advanced technologies to maintain its competitive edge. Recently, it integrated CPS® MAXXAIR™ A/C Management Centers into its service offerings, making it more efficient and delivering higher customer satisfaction. The addition of these cutting-edge machines reflects Splash Car Washes' ongoing dedication to staying ahead of industry trends and meeting the evolving needs of its customers.

**Morris Pitt**, a key figure at Splash Car Washes, shared insights into the company's journey with CPS® Products. "We were looking for ways to streamline our services and provide better quality maintenance to our customers," Pitt said. "After seeing positive reviews on YouTube and receiving a strong recommendation from our supplier, we decided to try CPS® Products."

Splash Car Washes initially adopted the MSX3030 and MSX1234 A/C machines, catering to traditional refrigerants and the newer R1234YF refrigerant used in modern vehicles. These machines have become invaluable tools in their oil change centers, providing efficient and user-friendly solutions for their technicians. MSX3030 is a dual refrigerant with one footprint and two machines.

The integration of CPS® products has brought several benefits to Splash Car Washes.

"One of the main reasons we love these machines is that they are user-friendly," Pitt said. "Our technicians find them intuitive, with step-by-step guides that make the process smooth and efficient. This



**Morris Pitt, who manages Splash Car Washes, said CPS's equipment is popular with his staff because there is no steep learning curve.**

ease of use has improved our cycle time and reduced the learning curve for new employees."

Another significant advantage of CPS® products is the competitive edge they provide. "Most of our competitors don't have this type of advanced machinery," Pitt said. "Having CPS® products allows us to offer superior services and attract more customers. It's a win-win situation for everyone." By staying ahead of the curve, Splash Car Washes ensures that its customers receive the best possible service, further solidifying its position as an industry leader.

The feedback from the staff at Splash Car Washes has been overwhelmingly positive. "Our employees appreciate how straightforward the CPS® RRR machines are," Pitt shared. "They are juggling multiple tasks, and when they get to the A/C machines, it's a relief to have something so easy to operate. It's made their jobs less stressful and more enjoyable."

This positive experience extends to customer interactions as well. "Our guys are more comfortable recommending these services to customers because they trust the technology," Pitt added. "When the employees are happy, the customers are happy, too."

Support from CPS® has been another crucial factor in successfully adopting their products. "The service we've received from CPS®

has been professional and prompt," Pitt said. "Whenever we've had a question or needed assistance, they've been there to help. Knowing we can rely on them is reassuring, especially when a customer is waiting." The strong partnership with CPS® ensures Splash Car Washes can continue to offer top-notch service, backed by reliable and responsive support.

As Splash Car Washes grows, it plans to integrate CPS® products across all its locations. "We've used other companies' equipment in the past, but the technology from CPS® is far superior," Pitt said. "We see it as a key part of our future."

Splash Car Washes' success can be attributed to its high customer satisfaction and operational excellence. The adoption of CPS® products is just the latest chapter in its ongoing journey to provide top-notch car maintenance services.

With 1,000 employees dedicated to maintaining the highest standards, Splash Car Washes continues to set the bar for the industry. It shows how embracing new technologies can drive business growth and enhance customer experiences. As it looks to the future, Splash Car Washes remains committed to staying at the forefront of the car maintenance industry, ensuring its customers receive the best service possible and living up to its slogan: Causing smiles one wash at a time!

## Splash Car Washes

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## Company At A Glance...

**Type:** Oil Change Car Wash  
**Facility Employees:** 1,000  
**In Business Since:** 1980  
**Number of Locations:** 65 car washes; eight oil change facilities



**Technicians enjoy working with CPS products so much, they recommend the services to customers.**



**The MSX3030 is an oilless compressor with a built-in refrigerant identifier. It features a 7-inch color touchscreen display, which makes it easy for technicians to use it quickly.**

## CPS Products

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