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### **One-of-a-Kind Car Wash -- *CleanTown USA* -- Coming to Hampton Township**

**May 3, 2004 – Hampton Township, PA** – Keeping your car clean and looking great is about to get easier for residents of the North Hills. Local businessmen and brothers, Mark and Robbie Hofmann have announced the opening of CleanTown USA, a full service car care center located in Hampton Township on Route 8 next to Pizza Hut.

CleanTown USA is unlike any other car wash in the region. With two automated, soft cloth exterior wash tunnels and two interior detail tunnels, on which cars ride a conveyor, CleanTown offers a superior level of quality and service.

“At CleanTown we won’t just “wash” your car,” principal Mark Hofmann said. “Our employees will work hard to exceed expectations by providing a level of service that will be unmatched.”

CleanTown USA is the result of more than two years’ research of the industry and the technology available. After seeing many high-quality washes around the country, the Hofmanns decided to open CleanTown.

“A few years ago, while in New York for a hockey tournament, I saw an operation that was providing a level of quality and service unlike anything I’d seen,” CleanTown principal Robbie Hofmann said. “We wanted to bring something like that to Pittsburgh.”

Construction is nearly completed for the Hofmanns’ Rt. 8 location, which is scheduled to open in late-June and employ up to 100 part-time, full-time and seasonal employees.

Once open, CleanTown will offer a variety of exterior washing and interior detailing services with prices will range from \$8 to \$25, and feature services such as a soft cloth wash, spot free rinse, heated air drying and more.

“There will be something for everyone,” Robbie Hofmann added. “Our services are designed to provide every car owner with a choice for a great car wash and interior detailing.” CleanTown USA plans to offer special promotions, coupons and a loyalty program that will provide discounts and savings to customers.

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While the car wash's high-quality services will certainly create a buzz once opened, the design of the facility that's under construction already has people talking. Designed by RSSC Architecture of Wexford, the design was created to be unique to the car wash industry.

"Many car washes are utilitarian in design, constructed of plain painted concrete block and lack natural lighting", said Ron Gigler, Principal and Project Architect. "Mark and Robbie emphasized from the beginning this building was to be full of natural light, bright and, of course, clean. We've accomplished these goals through the abundant use of windows and skylights, low maintenance materials and an overall light colored finish scheme."

While CleanTown may be the area's best car wash, the Hofmanns are looking to be more than just another business on the Route 8 corridor. They're planning to be very active in the community.

"Robbie and I have lived in this area our entire lives and our family has owned a Pittsburgh business for nearly 100 years," Hampton Township resident Mark Hofmann said. "While we want CleanTown to be a successful business venture, we also want it to be a company that contributes to the community in a valuable way."

The company's contributions to the community start with creating jobs that pay competitively, offer benefits and promote a challenging and fun working environment. In addition, CleanTown plans to give back to the community through volunteering, sponsorships and providing fundraising programs for local community groups.

In preparation for the opening of CleanTown USA, the company has launched a web site [www.cleantownusa.com](http://www.cleantownusa.com) where people can learn more about CleanTown services, employment and community programs.

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