



**LANCE TYLER,  
PRESIDENT**



The concept for AutoSplash Car Care Center in Frisco was clear from the beginning.

“I wanted it in a high-end area, with the same style of service and same benefits to employees as a Mercedes dealership,” says Founder and President Lance Tyler. “And I wanted a fantastic facility that the staff wanted to work in.”

At the end of the day, it’s still a car wash and oil change facility, but his focus on how he treats customers and employees stands out.

Three-year-old AutoSplash provides car wash, inspection and detail services at the 2-acre facility. Customers are treated to free fountain drinks, water Starbucks coffee or Chick-fil-A iced tea, free Wi-Fi and programming on flat-screen TVs.

With women making up 60% of his clientele, Tyler also strives to make his facility kid-friendly, he says.

His 45 full-time employees wear uniforms, which are paid for by the company, but they aren’t allowed to wear shorts, hats or earrings, or show tattoos.

“We want a clean and professional environment,” he said. “Consumers can see that we’re not grease monkeys.”

AutoSplash pays above minimum wage — even after the recent 70-cent federal wage hike in July. Tyler’s managers receive benefits and paid vacation time, while top managers are entitled to profit sharing — something that’s “unheard of in this business,” he said.

“We do a lot of unique things here,” Tyler said. “I want my managers and staff to be excited about coming to work.”

Feedback from the motoring public is consistently positive, which contributes to repeat customers and a growing bottom line. Business is up 20% this year. AutoSplash services about 15,000 cars a month, and expects revenue to hit \$3 million.

“Our differentiator is, ‘You’re willing to take care of us,’ ” he said. “We’re not looking to be the cheapest; we’re looking to be the best at quality and service.”

— Karen Nielsen



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