

PRIME SHINE CAR WASH



Above: One of sixteen locations in California. Visit primeshine.com for the nearest location.

Below: Father and son team, Norm and Evan Porges, in front of the original Prime Shine Car Wash, on McHenry Avenue in Modesto.

Norm Porges founded Prime Shine Car Wash in 1991 with the intent to change the way Californians thought about washing their cars. Twenty-five years later, Prime Shine is California's original and largest exterior express car wash company in the state. Norm had built a successful career working for Fortune 500 companies around the country; when yet another transfer request had him relocating from Modesto. Not desiring another move, Norm explored several entrepreneurial options, including medical supplies, junk business and car washing. In explaining his decision to not take the big corporate transfer, Norm told a friend, "I don't want to leave Modesto and I'll wash cars if I have to in order to make ends meet." Norm was true to his word and after mortgaging his house and securing a SBA loan, on April 11, 1991, Prime Shine Express Car Wash was born on McHenry Avenue in Modesto.

The business was an instantaneous hit with the Central Valley community, which immediately appreciated the new style of washing their cars. "No waiting, no wiping, only \$3.95" was the company's first tag line. Customers could now wash Prime Shine style by receiving a high-quality exterior car wash while staying in their vehicles and enjoying the wash process from the comforts of their car. The location was colorful, high-tech, well landscaped and had uniformed professional attendants to assist customers. Vehicles received a spot free rinse at the end of the wash and a high-powered blow dry. This revolutionary new way to wash in California was appealing to all ages and wages.

Shortly after opening the first location, Norm's son, Evan, graduated from college and was in search of his next direction. Although originally intending to go to law school, Evan decided to come home and spend some time learning the newly opened business. The business immediately

appealed to Evan and provided him the opportunity to build something special with his father. With hard work and intense focus, father and son began a journey that would create an award-winning and highly recognized brand in the car wash industry.

Today, Prime Shine has almost 200 employees and operates 16 locations in 3 counties with several locations currently in development. The stated mission is to have twenty locations by the year 2020. In 2015, Prime Shine was ranked number 14 in Professional Carwashing & Detailing's list of top 50 car wash chains in the country.

Although the number of locations and amount of cars washed is important to Norm and Evan there are other aspects of their responsible entrepreneurship that they are equally proud of. The countless contributions of dedicated and smart employees that have been a part of the business has rewarded Norm and Evan with lifelong and meaningful relationships. Believing in the company's vision and mission, the talented members of the team over the years have been vital to the creation and success of the Prime Shine system.

Norm and Evan recognize that it is the community that has made Prime Shine a success. From day one, Prime Shine has been a recognizable force in local philanthropy. Through their eco-friendly car wash fundraising programs, nonprofit event sponsorship and the Prime Shine and Porges Family Foundation, the company has returned millions of dollars back to our communities in need. Norm has instilled this as a part of the company culture and firmly believes as a "Champion of the American Dream," it is one's obligation to give back.

