

# AAA Car Care Plus in Sacramento California

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*Article by: Lance Winslow*

The American Automobile Association or AAA and their latest "Car Care Plus" concept is an automotive destination for car owners. This is a proto-type store and training facility, which was set up for today's consumer. The location is right next door to the place you have to go to pay traffic fines in Sacramento (California's State Capitol). The operation also has a car wash with no cars in line to be washed meaning you can zoom thru and get a quick carwash. There are four employees waiting for you to bring your car in, when we were there the four employees were all inside the wash sitting down to stay out of the heat. The location, street frontage, and signage should have been thought out a bit more carefully but the building is quite nice.

As the signage depicts this is an all in one facility center (car wash, diagnostic, repair, and oil change). With AAA having 4 million members in California, if they can perfect their concept for the all in one service center, they will be a strong player in the market. We were quite impressed and would make few additional changes necessary for this to become a world class facility. This 10,000 plus square foot facility is the size of a large corporate fractional jet company hanger, with polished concrete floors. It is a combination tilt-up and steel structure. With a total of 18 bays, technicians are able to carefully work on cars belonging to AAA members, while being trained. They also offered paint chip repair by "Pro Colors" showing that co-branding opportunities are even available with the largest companies.

Also inside was a Hertz Rent-a-Car, again co-branding is good for the customer and affords opportunities to companies of all sizes. This Hertz location of course is really going to have to make certain they give the AAA member his/her discount. At this location if you choose not to rent a car AAA has a shuttle service to take you to your home or office while your car is being serviced. AAA did not stop there though. They also have a coffee shop "Java Makers". This is a definite draw for clients. In the right market this concept could make AAA the ultimate competitor. AAA did much research and even followed suit with a kids play area concept. It seems many companies and car washes are utilizing this idea. This is great for kids and we salute AAA for their vision to lift the image of our industry.

Triple A is looking to test this business model and if it continues to make money put similar operations throughout the nation. Very interesting indeed. Lance Winslow - Online Think Tank forum board. If you have innovative thoughts and unique perspectives, come think with Lance; [www.WorldThinkTank.net/wttbbs/](http://www.WorldThinkTank.net/wttbbs/)