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Warmer Temperatures Lead to Soapy Spike in Business at Car Washes

February 20th, 2014



WEST SPRINGFIELD, Mass. (WGGB) — The pounding of snow has put our cars on a high salt diet with the roads constantly being treated with salt and sand.

Today's break in the bad weather was a chance to wash away the gunk from our cars

Soaking our sodium encrusted rides. After a steady barrage of winter storms, many took the time to take advantage of the break in the snow and cold to give their vehicles a bath.

"People are washing their cars today due to all the salt and the weather we have had. The salt eats the underbodies of the cars, the paint on the vehicle," says Kim Kusyik from Golden Nozzle Car Wash.

Daniel Coffa of West Springfield adds, "...Because it's really dirty and I can't stand to have my car dirty. [Lot of salt and and all the snow.] Oh yeah, got to protect it from all the salt that's been caking up with all the snow flurries we have been having."

Once the temps started to climb, this West Springfield Golden Nozzle saw a soapy spike in business.

"This morning wasn't too busy, but it was still kind of colder, but now that the weather has warmed up... [They are in the mood to wash their cars]...yes," Kusyik adds.

And though the roads are still sloppy and salty..motorists just couldn't put it off any longer.

"Well, it's been awhile since I got it done? [A lot of salt buildup?] Yes," says Carol Holt of West Springfield.

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With more precipitation on the way, there's no doubt those clean cars will need another bath soon.

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