

It's all in the 'details' for local car wash

Regular car washes are a critical key to extending the life of a vehicle, preserving resale value and preventing possible costly repairs from corrosion damage. For more than 70 years, vehicle owners in Westfield and the surrounding communities have chosen Towne Car Wash and Detail Center to meet their car wash and detailing needs.

Peter Cooper, who owns Towne Car Wash and Detail Center along with business partner Jeff Simon, grew up in neighboring Scotch Plains and is a self-proclaimed third-generation "auto-mologist" who inherited a love of cars from his grandfather.

"My grandfather was a car dealer in Hillside so I am continuing his legacy," he said. "Towne Car Wash and Detail Center is one of the original car washes in this community, and we have many long-time employees and clients. Unlike other businesses that may be run by an outside investor, I am actively involved in the company's day-to-day operations. Our customers know the owner/operator will be on site to greet them and answer any questions they may have."

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Towne Car Wash and Detail Center provides a variety of full-service car wash and detail services to meet every vehicle owner's need and budget. "We provide a variety of different car wash packages along with a number of detail services ranging from an express detail that costs about \$39, to a very meticulous and comprehensive three-hour detail that covers all aspects of a vehicle's interior and exterior," Cooper said.

Towne Car Wash and Detail Center also pays cash for cars, regardless of the make or model. "The town of Westfield allowed me to move my automobile dealer license here,

which allows us the ability to buy and sell quality pre-owned vehicles. We have vehicles for sale on the premises and also can buy cars from consumers who don't want to go through some of the traditional and time-consuming avenues of selling a car on their own," Cooper said.

Plans also are underway to make aesthetic improvements to Towne Car Wash and Detail Center in order to update the facility's aesthetics. "I always say a clean car is a happy car and a happy car has happy people driving it. A clean and more modern building will help us to achieve these goals," Cooper said. Enhancements also are planned for the facility's outdoor landscaping. Technological advancements to the center's washing system will create a state-of-the-art customer experience.

"I am very passionate about what I do. I grew up and went to high school locally and feel as if I have come back to my roots. I enjoy seeing a lot of familiar faces again. As a business owner, I also strive to give back wherever I can and be an integral part of this community," Cooper said.

The car wash is open seven days from 8 a.m. to 5 p.m., Cooper plans to add extended evenings hours this summer.

Towne Car Wash and Detail Center is located at 1216 South Ave. West. For more information, call (908) 233-4050. Patrons can encourage to visit the business' website to learn about weekly promotions and specials.

— By Lori Crowell



Owners Peter Cooper, left, and Jeff Simon, know it's about more than just keeping your car clean.