

# Life Just Got A Little Bit Better

By Rusty Lincoln

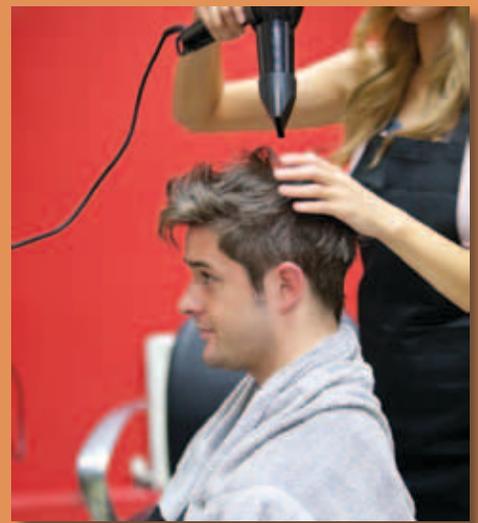
Great ideas are as rare as they are beautiful. Examples of great ideas: fire, the wheel, and the iPhone. But then there are the bad ideas, which, mysteriously, have the breeding capacity of rabbits. Examples: the Kim Kardashian credit card, Facebook photos of your bachelor party, and, well, everything else. Everything except Coachworks Car Wash Lube & Detail Center/Bee Cave Barber.

What makes Coachworks special? It's an idea whose time has come. And it arose from one man's observation that men hate to wait or waste time...on anything. "Men like efficiency," explains Coachworks Car Wash owner, Gary Domel. "They also like beer. If we have to do an errand, we like being able to kill two birds with one stone."

This is why Gary has brought in a "Barber Extraordinaire" to keep the guys trimmed up and looking grand so that when they slip back into the seat of their shiny show-room-clean vehicle, both the driver and the vehicle will be turning heads as they drive off.



Coachworks Car Wash owner, Gary Domel



A brilliant idea: a concierge-service car wash and barber shop right at the corner of Highway 71 and Bee Cave Road, and yes, it serves beer, wine, and a signature drink called "The Dirty Blonde." Aside from the sheer joy of watching someone who isn't you, wash and detail your car, you can also get a shave and a haircut. Some people come in for just the haircut or the car wash, some people come in for both.



"I've lived in the Lakeway area since the late '80s," Gary says. "I love it here. But I didn't love having to drive miles and miles to the nearest car wash. That's when I decided we needed a car wash closer



by. I wanted to provide a service where we pick up your car from your house or the office, wash it, change the oil (if needed) or even get it inspected. We can either return the car to you when we're finished or pick you up and bring you over to the car wash. It really is that easy."



“People find excuses to come to Coachworks,” says General Manager Chris. “It’s one of the reasons I look forward to coming to work every morning. No part of this feels like a job to me. Think about it...bring your vehicle in for an oil change, inspection and

to Coachworks, getting your car washed and detailed, your hair cut and your face shaved. You’ll sit in big comfortable chairs. You’ll watch local and national sports on our two televisions sets.”

“Because we’re a family-owned business,” Chris explains, “we know how important it is to offer you the best possible customer service. That’s why family-owned businesses are your wisest alternative to the corporate chains. We have specific, personal ties to the community. And we invite you to bring your whole family to hang out, play Ms. Pac Man, browse the gift shop, and have an all-around fantastic time.”



a full service car wash, all the while getting your hair cut, and shampooed, while you’re relaxing with a hot towel on your face infused with lavender essence. Then, a soothing massage on your scalp, followed by a shave on the back of your neck and a quick blow dry of your hair. Sound too good to be true...wait, there’s more. The Genie Rub, yes the Genie Rub is a massage machine that undoes the tension in your neck, shoulders, and upper back. You get all this while enjoying your drink of choice, of course--wine, soda, coffee, or beer.”

“It’s the details that matter, the little things,” Gary says. “Like using hot water in the spray bottles, after all, no one likes being showered with cold water, do they? And being seen right away if the barber is not with another client, although appointments are always welcome. What I know for sure is that you will love coming



**Coachworks Car Wash Lube & Detail Center/Bee Cave Barber**

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