

Hello! Deluxe Car Wash Shares Winter Vehicle Care Tips for Colorado Drivers

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DENVER, CO - November 20, 2026 -
The Eastbridge Town Center location on North Iola Street offers guidance on protecting vehicles from magnesium chloride damage as Front Range road treatment season begins

As the Colorado Department of Transportation begins its seasonal application of magnesium chloride on Front Range highways, Hello! Deluxe Car Wash at 2975 North Iola Street in Denver?s Eastbridge Town Center is sharing practical winter vehicle care guidance for area drivers.

The most common question the Eastbridge team hears from Colorado drivers this time of year is whether washing a vehicle in winter is worth the effort when roads stay wet and dirty for days at a time. According to automotive care professionals across the state, not only is it worth it, it is more important in Colorado than in most other states.

?Colorado drivers are dealing with something that catches a lot of people off guard,? said Frank Nuchereno,

operator of Hello! Deluxe Car Wash in Denver. ?Magnesium chloride is not like road salt in other states. It stays on your vehicle and keeps working on the metal and rubber long after the road looks dry. The biggest mistake we see is drivers waiting until spring to address it. By then the damage is already done.?

Magnesium chloride is a liquid brine applied by CDOT to Colorado highways before and after winter storms to prevent ice formation and accelerate melt. Colorado automotive professionals, including mechanics serving communities along the Front Range, have reported increases in rubber component wear, windshield wiper degradation, and corrosion of vehicle components they associate with prolonged magnesium chloride exposure. Because the chemical adheres to vehicle surfaces and does not rinse away readily with rain or snow melt, automotive care professionals in the state recommend paying particular attention to undercarriage and wheel well cleaning throughout the winter months, where road spray deposits are heaviest and least visible.

The Eastbridge location has undergone a complete renovation under new ownership and management. Upgrades include a state-of-the-art conveyor belt system and a new chemical package designed to deliver a cleaner, more consistent wash and better protection against winter road residue.

Hello! Deluxe Eastbridge offers an undercarriage wash as part of its tunnel service, addressing the areas of the vehicle most directly exposed to road spray. The location also offers a nano-ceramic tunnel treatment at its top wash tier that creates a surface layer intended to help water and road residue shed from the paint between washes. All wash tiers include free self-serve vacuums after the tunnel. Membership plans start at $25 per month with no contracts, covering the Eastbridge location, the Hello! Deluxe Central Park location, and all Hello! Deluxe locations in Dallas, Texas.

Hello! Deluxe Eastbridge is open Monday through Saturday from 7:00 am to 7:00 pm and Sunday from 9:00 am to 6:00 pm at 2975 North Iola Street in the Eastbridge Town Center, directly behind the King Soopers grocery store. Bilingual Spanish-English service is available throughout operating hours. Ofrecemos servicio en español. Additional information is available on our website.

Hello! Deluxe Car Wash operates six locations across Dallas, Texas and Denver, Colorado, offering express tunnel car washing, belt-driven conveyor technology, and unlimited membership plans at all locations.

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For more information about Hello Deluxe Car Wash, contact the company here:Hello Deluxe Car WashFrank Nuchereno(970) 289-2440centralpark@hellocarwash.com5690 Central Park Blvd, Denver, CO 80238, United States

Hello Deluxe Car Wash

Hello! Deluxe Car Wash delivers full-service exterior and interior vehicle cleaning with flexible wash packages, membership plans, and deluxe detailing services to keep cars spotless and protected.

Website: https://www.hellocarwash.com

Email: centralpark@hellocarwash.com

Phone: (970) 289-2440

