

Colts Neck Car Wash Facility Marks Growth Milestone as Express Auto Spa Plans Four New New Jersey Locations

November 24, 2025

COLTS NECK, NJ - November 24, 2025 -
Monmouth County Headquarters Serves as Model for Regional Expansion of Automatic Car Wash and Vehicle Detailing Services

Express Auto Spa has announced plans to open four new car wash facilities in Brick, Howell, Jackson, and Middletown, New Jersey, building on the operational model established at its Colts Neck headquarters. The Monmouth County location, situated at 297 Route 34, has served as the company's flagship facility since Express Auto Spa launched operations in 2022, offering the most comprehensive range of services among the company's nine current locations across New Jersey and New York.

The Colts Neck facility distinguishes itself as the only Express Auto Spa location offering professional hand wash and full interior detailing services alongside its automatic tunnel car wash. This combination has

positioned the site as a destination for vehicle owners seeking thorough cleaning beyond what drive-through automatic car wash systems provide. The location's detailing services include interior vacuuming, mat shampooing, glass cleaning, dashboard treatment, door jamb cleaning, and compressed air drying?services that have drawn customers from throughout western Monmouth County and neighboring communities.

"Colts Neck has been our proving ground for what a complete vehicle care facility can offer," said Laurence Khakshouri, owner of Express Auto Spa. "The response from this community showed us that drivers want options?some days they need a quick tunnel wash, other times they want their vehicle hand-detailed by professionals who take the time to clean every surface properly. That flexibility is what we're bringing to more communities as we expand."

The announcement reflects broader trends in the car wash industry, where subscription-based unlimited wash programs have transformed consumer behavior. Express Auto Spa's VIP Wash Club membership allows Colts Neck customers to use their unlimited car wash subscription at any of the company's locations, including facilities in Englewood, Iselin, Jersey City, Lakewood, Livingston, Paramus, Toms River, and Staten Island. Members receive access to dedicated express lanes that reduce wait times during peak hours, along with complimentary self-service vacuum stations at Silver and Platinum membership tiers.

The Colts Neck car wash operates with seasonal hours adjusted to serve the community year-round, running Monday through Saturday from 8 a.m. to 5 p.m. and Sunday from 8 a.m. to 4 p.m. during fall and winter months, then extending to 6 p.m. weekday closings during spring and summer. The facility's automatic tunnel system uses soft-touch foam brush technology designed to clean vehicle surfaces without causing paint damage, addressing concerns that have historically made some drivers hesitant about automatic car wash systems.

Industry analysts note that professional car wash facilities have gained market share as consumers recognize both convenience and environmental advantages over home washing. Modern tunnel car wash systems typically use significantly less water per vehicle than garden hose washing, and water reclamation technology allows facilities to filter and reuse water rather than sending it directly into storm drains. The Colts Neck location incorporates these eco-friendly practices while maintaining the cleaning quality that has earned the facility its customer base.

The four planned expansion locations target communities in Ocean and Monmouth counties where population growth has outpaced service infrastructure development. Brick, Howell, Jackson, and Middletown have each experienced residential expansion as families seek suburban communities within commuting distance of employment centers in northern New Jersey and New York City. Express Auto Spa indicated that the new facilities will offer automatic tunnel car wash services and VIP Wash Club membership access, though specific service menus for each location will be announced as construction progresses.

The company's expansion comes as the car wash sector continues demonstrating resilience through varying economic conditions. Vehicle maintenance represents essential spending for most car owners, and regular washing protects paint finishes from corrosive elements including road salt during winter months, pollen during spring, and environmental contaminants year-round. Research indicates that drivers enrolled in unlimited car wash membership programs wash their vehicles three to four times more frequently than those paying per visit, translating to better paint protection and higher resale values.

Express Auto Spa's service offerings at the Colts Neck location range from basic wash packages to premium treatments including protective wax applications, ceramic sealants, tire shine treatments, and water-repellent glass coatings. The Supreme Hand Wash package represents the facility's most comprehensive service, combining the full exterior hand wash with complete interior detailing. This tiered approach allows customers to select service levels appropriate to their vehicles and maintenance goals, from daily drivers needing regular upkeep to luxury vehicles requiring careful hand attention.

The company maintains Better Business Bureau accreditation at its Colts Neck location alongside its other facilities, reflecting commitment to customer service standards. The BBB listing shows the Colts Neck operation under Express Auto Spa's Monmouth County profile, with the facility serving as the corporate contact point for customer inquiries across the company's multi-state footprint.

As vehicle technology continues evolving, the Colts Neck facility has adapted its processes to accommodate modern automobiles including electric vehicles and hybrids. Staff training ensures attendants can assist drivers unfamiliar with automatic car wash procedures, whether operating traditional gasoline vehicles, hybrid models, or fully electric cars. The sealed design of EV charging components eliminates water damage concerns, making tunnel washes fully compatible with the growing number of electric vehicles on New Jersey roads.

The planned Englelwood and Middletown locations are expected to create employment opportunities in their respective communities once construction timelines are finalized. Express Auto Spa noted that permitting and development processes are underway, with opening announcements to follow as projects advance. Customers seeking information about current services at the Colts Neck location or VIP Wash Club membership options can visit expressauto-spa.com or contact the company at (732) 784-1753. The Facebook page for Express Auto also provides information and company offerings.

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For more information about Express Auto Spa, contact the company here:Express Auto Spa-ColtsneckLaurence Khakshouri732-784-1753support@expressauto-spa.com297 NJ-34, Colts Neck, NJ

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Express Auto Spa

Express Auto Spa, headquartered in Colts Neck, NJ, announces expansion with four new locations. The company offers automatic car wash, hand wash, detailing, and oil change services across NJ and NY.

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