Gary Rome Car Wash Brings Decades of Community Commitment to State-of-the-Art Holyoke Facility

January 29, 2026

HOLYOKE, MA - January 29, 2026 -
Gary Rome Car Wash, Dog Wash, and Detail Center has opened at 180 Whiting Farms Road in Holyoke, Massachusetts, bringing tunnel and touchless wash systems, professional detailing services, and a self-serve dog wash station to the Pioneer Valley. The facility operates under the Gary Rome Auto Group, which has maintained a presence in Western Massachusetts since 1997.

The car wash features both soft-foam tunnel washing with quad foam cleaning technology and touchless washing for vehicles requiring no-contact care. Four unlimited membership tiers range from basic exterior washing to comprehensive treatments including ceramic wax protection and synthetic hot wax application. The facility employs five team members during operating hours to assist customers and monitor equipment.

"I believe it is important to support those who give selflessly to our community," said Gary Rome, president of Gary Rome Auto Group. "We want this facility to reflect the same values that have guided our dealership for nearly 30 years."
The tunnel system includes specialized spray applications for removing road film and environmental buildup, supplemental dryers, and buffer wheels that polish vehicle surfaces. Vacuum stations with multiple attachments and air hoses are available at no additional charge. Equipment maintenance follows a scheduled protocol designed to ensure consistent performance.

The facility operates with water reclamation systems that reduce environmental impact by recycling water used during the wash process. This approach aligns with industry movement toward more sustainable car wash operations, particularly in regions like Western Massachusetts where water conservation has gained attention among municipal planners and environmental groups.

A self-serve dog wash station allows customers to bathe pets using provided shampoo, conditioner, flea and tick wash, and high-velocity drying equipment. The station operates at $15 for the first 15 minutes, with

additional time at $1 per minute. The Detail Center offers interior and exterior services including machine polishing, leather conditioning, and Simoniz GlassCoat ceramic coating.

Gary Rome Auto Group has established relationships with numerous local organizations through its Holyoke operations. The company hosts fundraising events at its facilities, with recent initiatives supporting the Western Massachusetts Training Consortium and its Home and Community Connections program. A charity car show held at the car wash in September 2024 drew participants from across the region.

Rome serves on the Holyoke Community College foundation board and maintains support for the Ronald McDonald House through the annual Trees of Hope program, which raised more than $175,000 in its most recent campaign. The company also supports the Jimmy Fund through merchandise sales that have generated more than $15,000 to date and presents a vehicle annually to a graduating Holyoke high school student.

The car wash has partnered with MiraVista Behavioral Health Center on nurse appreciation events providing complimentary washes to healthcare workers. Discounted membership rates are available for nurses, teachers, police officers, firefighters, and other essential workers.

Customer response since the facility opened has been positive, according to the company. Online reviews reference staff helpfulness and wash quality, with one customer noting the facility produced "one of the best drive through car washes in the area." The company reports that its September charity car show exceeded capacity expectations, filling multiple parking areas with participants.

Gary Rome Car Wash serves Holyoke, Chicopee, Springfield, West Springfield, South Hadley, Easthampton, and neighboring communities. The facility operates Monday through Friday from 8 a.m. to 8 p.m. and Saturday through Sunday from 8 a.m. to 6 p.m. Information is available at 413-420-7174 and on our Gary Rome Car Wash and Dog Wash Facebook Page.

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For more information about Gary Rome Car Wash, contact the company here:Gary Rome Car WashGary Rome888 637 4279info@garyromecarwash.com180 Whiting Farms Rd, Holyoke, MA 01040

Gary Rome Car Wash

Gary?Rome?Car?Wash in Holyoke, Massachusetts offers touchless drive-through car washes, a full detail center (interior & exterior), and a self-service dog wash. It's located at 180 Whiting Farms Rd and provides an unlimited wash club for members.

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