

Mareauto AVIS Ecuador (AVIS) is a car rental company offering vehicles to the commercial and tourism markets. AVIS aims to be the leading car rental business in the region by maintaining the highest quality standards and placing customers at the center of their operations.

AVIS was conscious of the negative environmental impact of their significant water use, and therefore committed to being the first Ecuadorian car rental company to build an automatic car wash to reduce water consumption. In Ecuador, cars are normally washed by hand. Switching to an automatic wash would double AVIS's current capacity from 30 to 60 cars per day, while reusing up to 75% of the water consumed. In response to this strategic opportunity, MEDA awarded a Sustainability Innovation Grant of \$38,245 CAD, with a \$76,553 CAD investment by the company to develop the automated car wash project.

The Supplier: Agropuntual

AVIS selected Agropuntual to design and install the carwash system for the sustainability initiative. Agropuntual is a boutique engineering company based in Ecuador that designs and constructs water projects tailored to their customers' needs. They have expertise in water efficient carwash systems, and water treatment. With such expertise, Agropuntual advises on the filtration and water run-off process.

SIG Initiative Targets

As part of AVIS Ecuador's sustainability initiative, the company has set internal goals to achieve by the end of the project. AVIS Ecuador's achievement against their goals is summarized in the target table.

	Indicator	Target	Progress To Goal
INCREASE	Employees trained to use car wash	+5 people	40%
	Average number of cars washed per month	2090 cars per month	30%
DECREASE	Average monthly volume of water used	-60%	31%
	Average monthly cost of water used for car wash during the reporting period	-50%	38%
	Average volume of contaminates in discharged water per vehicle	-50%	122%



"Through this project we grew as a company. With our previous customers who are typically multinational corporations, we had everything: a large budget and plenty of building space. This project had greater constraints and challenges. We were working with a lean budget and small space in which to construct the car wash. After we finished the design and construction, it was so gratifying to hear from our customer that they are satisfied... we see this as a new business opportunity. The project is blueprinted so it can be easily replicated."

Herman Pasternac, General Manager, AgroPuntual (pictured far left)

Progress to Date

Water Conservation

AVIS successfully identified a local supplier Ecuadorian supplier, AgroPuntual, who designed a custom car wash solution that has the ability to save and reuse up to 75% of the water consumed.

Local Design, Sourcing & Construction

Construction started in Autumn 2015 on a lean budget and has contributed to the local economy as it was 90% sourced from local materials. Local sourcing will also ensure easy and affordable maintenance of the system.

Employee Engagement

The automatic car wash started operations in January, 2016. The two staff members who operate the car wash are very happy with the change as they no longer get wet from cleaning vehicles. These staff members, who each have a disability, will gain new technical skills through managing the car wash. Following training, employees at AVIS have a better appreciation for the environmental benefits of the car wash.

Reduced Environmental Impact

As of March 2016, AVIS achieved a reduction of 61% of contaminants discharged, yielding benefits to the surrounding community. In addition, AVIS participates in ongoing recycling programs for oil, oil filters and tires.

Scaling Up Impact

AVIS has begun building a second car wash in Guayaquil that is expected to open in the summer of 2016. The successful implementation of the first car wash has inspired staff, building greater momentum for the company to pursue more sustainability initiatives in the future. For example, the car wash design is under consideration in AVIS Colombia and AVIS Peru. Moreover, the regionalization strategy across the AVIS offices presents the opportunity to create a formal sustainability strategy, which would allow faster and more aggressive uptake of environmental innovations.

