

DETAIL MINDED

An Ohio entrepreneur awash with potential takes his business on the road with the Ram ProMaster®.

RAM PROMASTER®


ECOSHINE MOBILE AUTO DETAILING

As long as he can remember, Justin Wamsley has loved cars. Cruising in his Ram ProMaster® van along I-280 over the Toledo Skyway Bridge, his passion is evident as he describes the cars he admired growing up: their curves, the sounds of souped-up engines revving, the smell of burnt rubber.

He's also a perfectionist. As the owner of Ecoshine Mobile Auto Detailing, every job he takes on is completed meticulously. He knows that people love their cars as much as he loves his own: a red 2016 Dodge Charger. In fact, Wamsley has trouble looking at a car that doesn't look its best.



Ram ProMaster Stories



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Enhancing the beauty of everything on four wheels has become much easier with the help of Ecoshine’s self-contained mobile detailing unit housed in his Ram ProMaster. The upfitting capabilities of the van allow him to bring an entire shop’s worth of equipment and materials directly to clients. On a typical day, Wamsley and his team will visit car owners at their home or office. Today, he’s hitting an industrial park in Sylvania where Wamsley has scheduled a wash and a wax job for a longtime customer.

John Hansen greets Wamsley like an old friend as he lifts the door of the storage unit/man-cave where he keeps two of his prized vehicles, both colored neon-green: a 2008 Dodge Viper and a 2015 Challenger. The garage also houses a ruby-red Plymouth Prowler and a half-dozen other toys. Hansen, who collects cars with his father, displays obvious pride as he explains the story behind each in machine. “Cars are something we’ve always shared,” Hansen says, as he hands a set of keys to Wamsley.

GOING MOBILE

Ecoshine started with its brick-and-mortar detailing shop in Maumee, Ohio, just outside Toledo, in early 2015. Wamsley still does work there, including a robust business in glass coatings. But when Wamsley wanted to expand, he saw a niche that wasn’t being served and took his core business mobile. His first attempt, using a truck and a trailer to haul supplies, didn’t work out as expected. Wamsley and his crew would run out of water or materials and have to travel back to the shop to restock.

The Ram ProMaster has changed everything. “It’s like a second shop without the overhead,” he says.

Like the gearhead that he is, Wamsley has outfitted the ProMaster unlike anything his customers have seen before. The van is entirely self-sufficient, complete with an electric generator, a vacuum unit with a 50-foot hose, and enough water to wash up to 30 cars.

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But for his next job, Wamsley’s focusing on just one special car. And his name is Brutus.

THE TRUST FACTOR

Brutus is a cherry-red ‘69 Dodge Coronet 440 RT with white racing stripes that owner Dennis Chelminski calls his “big boy.” To avoid the risk of rust or other wear, he hasn’t washed it in more than 10 years.

“Years ago, I found a couple of detailers, and I would just drop it off, and then, eight hours later, I would pick it up and hope and pray it was going to come back with no miles on it and a decent shine,” he says.



Ecoshine can bring an entire detail shop’s worth of equipment directly to customers thanks to its Ram ProMaster.

But since he met Wamsley, Chelminski decided to give soap and water another try. “We have a lot of confidence in him. He’s put a lot of investment into his equipment and his truck, and it’s a total package.”

“Justin’s a car guy,” adds Dennis’ wife, Andrea. “He appreciates what these vehicles are and what they mean to their owners.”

Wamsley maneuvers the ProMaster near Brutus at the end of the narrow driveway at the Chelminski’s gorgeous home in Perrysburg, Ohio. “The turning radius is awesome,” he says, as he springs from the van and opens the rear doors to start up the power washer. His co-workers slide the side doors and take out polishing brushes, towels and bottles. Soon, the car is covered in suds. Chelminski looks on like a proud papa.

Wamsley doesn’t mind Chelminski watching him work. His customers often stick around during the detailing. They learn the process and see the effort and expertise that go into the job. That openness builds trust in his business.

As customers observe, it’s easy for them to see how detailing a car is entirely different from a standard wash. Detailing involves going over the car part-by-part, polishing the paint to perfection and removing scratches, swirls and oxidation from top to bottom. Wamsley’s teams clean out the interiors and get out as much dirt as possible, with the goal of bringing the car back to its original condition, or better.

DRIVING EFFICIENCY

With the close attention paid to each vehicle, it can be difficult to complete enough jobs to turn a decent profit. That’s why efficiency is so important.

“The ProMaster increases our productivity” he says. “Most people have to load and unload their trucks to detail on-site. I can get in and out of tight spots, and I can keep everything inside the van. It saves me money, it saves time, and it gives me better results.”

His reputation has generated attention. Personal referrals, social media and being an active member of the car community have all elevated his business to a whole new level: He’s hitting the road more and detailing groups of vehicles at car shows. And he’s started pursuing the fleet market. With the ProMaster, he can handle the extra work.

“The way we set up the van allows us to detail an extra vehicle per day,” he says. “That’s 30 more vehicles a month. We wouldn’t be able to grow without having that extra capacity.”

As Wamsley drives out of the Chelminski’s subdivision, he’s still thinking about the ‘69 Dodge.

“The way we set up the van allows us to detail an extra vehicle per day,” he says. “That’s 30 more vehicles a month.”

“This job never gets old,” he says. “Who doesn’t like to put their hands on a high-end, exotic car? It makes me smile at the end of the day.”

With a truly mobile business and a van tailor-made to serve his rapidly expanding customer base, Wamsley can expect even more happy days down the road.

The versatility and reliability of the Ram ProMaster make it the perfect vehicle for Ecoshine, a fast-growing mobile detailing business.



INSIDE THE RIDE

RAM PROMASTER®

MOBILE MARKETING

Ecoshine's core business is all about keeping vehicles looking their best. The professionalism of the ProMaster helps convey that same image every single day—whether the van is on the job or out on the road.

UNMATCHED VERSATILITY

By fully utilizing the ProMaster's upfitting possibilities, Wamsley configured his rig himself to meet the unique needs of his business. From custom on-door organizers for a variety of cleaners to convenient racks that hold hoses and power cords, everything is organized and accessible.

NIMBLE MOVES

With an excellent turning radius, reliable handling, and a helpful back-up camera, Wamsley never breaks a sweat when maneuvering around driveways and parking lots filled with classic and high-end cars.

PAYLOAD CAPACITY

The ProMaster can easily handle the task of hauling heavy-duty detailing equipment directly to customers. Ecoshine's impressive stack includes a high-powered pressure washer, an 8,000-watt generator, and a massive 125-gallon water tank.

LOW TOTAL COST OF OPERATION

As a new company, Ecoshine operates lean and mean and must find efficiencies wherever possible. The ProMaster's Class-Exclusive Front-Wheel-Drive (FWD) system not only offers superior handling, but with fewer parts to maintain, it delivers bottom-line savings over the life of the vehicle.

The Ram ProMaster® gives business owners the capability to build an entire company on wheels. Here's a look at how Justin Wamsley of Ecoshine Mobile Auto Detailing up-fit his van as a high-end auto detailing shop that can go from job to job without needing to stop for supplies.

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WHAT I'VE LEARNED

*Five Tips from Justin Wamsley,
Owner, Ecoshine Mobile Auto Detailing*

Launching and growing a successful business is never easy. Justin Wamsley from Ecoshine shares his thoughts on how to do what you love and make money at the same time.

1. BE ACTIVE IN YOUR NICHE

There's a close-knit community of people who love cars, and Wamsley is one of them. He's an active participant in that community: going to car shows, talking to owners. People know him personally. They know he cares about cars as much as they do, and they entrust their cars to him.

2. BUILD IT BETTER

After trying to build a mobile detailing business like he'd seen other companies do, Wamsley set out to create something better. Using the Ram ProMaster® as a blank canvas, he started from the floor up, installing heat-resistant paneling and interior walls inside the van. He filled it with industrial-strength equipment. He now knows he can tackle any type of detailing job—and he can do it better than anyone else.

3. KEEP OVERHEAD LOW

The more cars he can detail, the more profit Ecoshine makes. Even the high-end equipment in his ProMaster van doesn't compare to the investment it would take to open another shop or expand his current location. With the Ram ProMaster, Ecoshine can complete more jobs, faster, and for less cost. That kind of investment pays off quickly.

4. LET YOUR PASSION SHOW

Some people think that "professionalism" means not getting personal, but Wamsley thinks that getting to know his customers is what has helped make him so successful. "I'll talk about cars with anyone, and most people stay and watch us work. They see the pride we take in what we do, and they appreciate it."

5. STAYING STILL IS NOT AN OPTION

Wamsley isn't content to keep his business where it is now. To grow it, he's always thinking of how to improve his company from many angles at once, whether it's buying new equipment, training more employees or outfitting a new van. "You don't stop and say, 'I'm the best.' You keep learning and perfecting what you do."

