

# PAUL FAZIO

## LIFETIME ACHIEVEMENT AWARD

### CONVENTION & EXPO

Paul Fazio, aka Sonny's son, will receive the 2026 SCWA Lifetime Achievement Award during ceremonies of the 2026 SCWA Convention & EXPO.

Born into the industry, Paul started his professional career in car washing as an owner/operator in 1981, joining his brother Michael at Fazio Enterprises. Paul served as the Vice President at the company. During his ten years there, he oversaw the expansion and development of the operation, which grew from one site in Lynn, Massachusetts, to a 13-tunnel car wash chain in three states. The company also included gas stations, convenience stores, detail shops, and lube centers. He also oversaw the operation of the South Florida sites.

In 1991, Paul sold his share of the company to his brother and bought into his father's company, Sonny's Enterprises, Inc. At the time, Sonny's was a small supplier for the car wash industry. Drawing on his experience as an operator and his understanding of the industry, Paul grew the company through marketing that resonated with his audience. He showed them ways to expand their business and improve their bottom line. He continued to add more products and solutions to make his clients more profitable, and he shared with them his vision of where he saw the industry going, to help them stay ahead of the competition.

In 2006, seeing the changes in the industry, especially the growth of the express model and the influx of new people into the industry, Paul recognized the importance of owner/operators being able to train their people faster and more efficiently, and started the Car Wash College. This marked the first step in realizing his vision of a complete, integrated suite of products and services designed to make the business of washing cars easier.

To accelerate his plan of becoming a one-stop shop with the best equipment and the best people in the industry, in 2016, Paul took on a financial partner. Paul wanted to be able to offer car wash operators everything they need to grow and operate their washes at peak efficiency and profitability. In the three and a half years with this partner, Paul acquired

six companies to add to Sonny's. In August of 2020, a larger financial partner came on board, enabling Paul to continue pursuing his vision. In the next three years, Paul acquired over a dozen more companies to round out the product offering and have an in-house national service network to deliver products and services across the country. At the same time, he opened offices and distribution centers across the country to better support his national client base. Today, Sonny's is recognized as the largest manufacturer and supplier of car washing equipment, parts, consumables, and services in the world.

