



# CASE STUDY: SWEET RIDE®

Driving Detailing Excellence with High-Performance Flooring

## Executive Summary

**Customer Name:** Sweet Ride  
(Corporation G – Véhicules  
& Transport Inc.)

**Industry:** Manufacturing &  
Distribution (Detailing).

**Location:** Sherbrooke, Qc, Canada

**Website:** [www.sweetride.ca](http://www.sweetride.ca)

## The Goal

To utilize their own facility as a “live showroom,” demonstrating RaceDeck’s performance in real-world working conditions.

## Zero Downtime

Highlighted RaceDeck’s rapid installation capabilities, ensuring commercial clients face virtually no business interruption.

## Built for Wash Bays

Proved the flooring’s efficiency in wet environments, specifically the ability to detach tiles for easy under-floor maintenance.

## THE CHALLENGE: FINDING A FLOOR THAT PERFORMS AS GOOD AS IT LOOKS

Sweet Ride, a leader in the vehicle detailing manufacturing and distribution industry, faces a unique set of demands. Their client base ranges from high-end car dealerships and show vehicle enthusiasts to heavy transport companies and residential homeowners.

To serve these diverse groups, Sweet Ride needed more than just a floor; they needed a **demonstrable solution**. Their goals were threefold:

- 1. Elevate the Aesthetic:** Provide a professional, high-end look for detailing shops and dealerships.
- 2. Prove Efficiency:** Demonstrate a flooring system that could handle the wet, harsh environment of wash bays without failing.
- 3. Showcase Versatility:** Utilize their own business facility as a “living showroom” to display the practical benefits of RaceDeck to prospective clients.

## THE SOLUTION: RACEDECK GARAGE FLOORS

Sweet Ride chose RaceDeck not just for their own facility, but as a flagship product to distribute to their network. By installing RaceDeck systems throughout their own building, they created a real-world working environment where customers could see the flooring in action.

The installation allowed Sweet Ride to prove that style does not have to come at the expense of functionality.

## Key Advantages for the Base Customer

Sweet Ride identified several critical advantages that RaceDeck offers to their specific market segments (*Detailers, Dealerships, and Enthusiasts*):

### Zero Downtime Installation

Time is money, especially in the automotive business. Sweet Ride highlights the rapid installation capabilities of RaceDeck. Because the floors snap together quickly without the need for toxic epoxies or curing times, commercial customers experience virtually no downtime in their work environments.

### Specialized Wash Bay Maintenance

For the detailing industry, drainage and cleanliness are paramount.

**Detachable Design:** Sweet Ride demonstrates how easily sections of the flooring can be detached. This is a game-changer for wash bays, allowing for deep cleaning and maintenance of the sub-floor whenever necessary.

### Modular Versatility

**Seamless Zoning:** The interlocking styles allow businesses to switch floor designs seamlessly between departments—transitioning from a wet wash bay to a dry showroom area without a physical barrier.

**Portability:** For “*Show Customer*” clients who travel to car shows, the flooring is easy to transport and install, creating a professional booth anywhere.

## Safety & Ergonomics

Detailers often spend long hours on their feet. Sweet Ride promotes RaceDeck as a safe, ergonomic solution that reduces fatigue and provides a slip-resistant surface for customer work areas.

## THE RESULTS

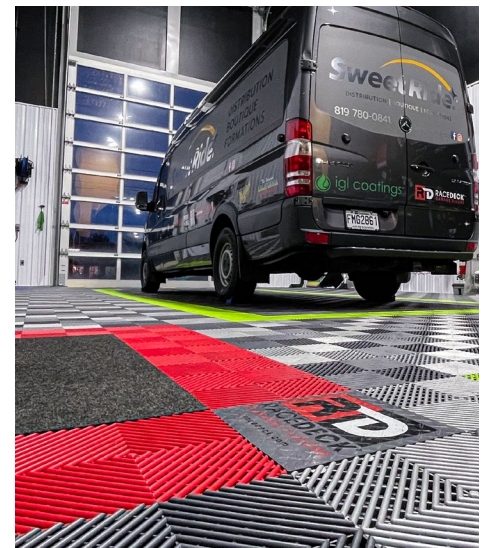
By integrating RaceDeck into their product offering and their own facility, Sweet Ride has successfully bridged the gap between utility and luxury. They don't just sell the flooring; they use it to elevate the standard of the detailing industry.

**“RaceDeck is simply outstanding. For both our residential and commercial customers, it always increases their appreciation level to their covered area. In addition to being overly efficient, RaceDeck elevates the professional look, and it is this kind of performance that we choose to provide to our customers!”**

~ Marc Galipeau – President, Sweet Ride



Smoked Oak combined with Diamond tiles for a high-end style



Self-draining Free-Flow for maximum air-flow

[racedeck.com](http://racedeck.com)

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