

Simon's Shine Shop

Description:

At the behest of a mutual friend, Jim Lafeber and Nikki Kloiber were introduced on a beautiful summer day in 1997 at the since closed cultural icon of Chicago known as The Great Beer Palace. After quite a bit of small talk and a few excellent German beers, Jim got the nerve to ask Nikki out on a date. Plans were made for the following evening, with Jim promising to pick up Nikki at 8:00 for an exciting night.

When Jim arrived at Nikki's house, she was a little surprised to see that instead of the hot little sports car she'd expect of someone who worked in the finance industry, Jim was driving a giant station wagon. Yes, a giant station wagon.

Of course, Nikki came to find out, that was not really a giant station wagon, but a pristinely kept 1989 white Toyota Land Cruiser FJ62 And although Nikki was soon to replace it as the love of Jim's life, he was, and still remains to this day, really into that car.

Jim was so into that car, as a matter of fact, that he would only valet it after driving around the block several times himself, as he didn't trust the parking attendants with his precious automobile. He would park at the very last spot in a parking row, so as to avoid getting dings from other cars. And he would only take his cars to certain car washes and watch the workers obsessively as they scrubbed the car. Nikki put up with all this mumbo jumbo, and after tons of road trips all across the country, Jim and Nikki got married and their wedding carriage of choice was none other than the regal Land Cruiser.

When the finance bubble started to burst, Jim and Nikki decided it was time to start thinking about building their own business. Jim's love for cars drove their research process. Of all the car washes he'd visited, he noticed a pattern of cars being treated very roughly, and dirty equipment being used over and over again on different cars. Having detailed cars since the age of 14, Jim had perfected techniques and methods that none of the car washes in town came close to. From this dissatisfaction, the idea for Simon's Shine Shop was born.

Simon's is different from other car washes in lots of ways, First of all, we use freshly washed mitts and

microfiber towels on each car. That means a lot of laundry for us, but it's important since trapped grime and grit can scratch your car's finish. Secondly, our crew is seriously the best in town, with most being with us since our opening in 2004. Lastly, being unhappy with what were known to be the best on the market, we've developed our own line of car care products that we believe are the very best out there, and use these on each and every car that comes into the shop.

And while car care is first and foremost at Simon's, care of our customers is important too! Nikki always hated visiting car washes since most of them had unfriendly staff, dirty work areas, and waiting rooms that were as about comfortable as a courthouse's. So she mak

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