



Prestige Auto Spa Wayne Celebrates First Anniversary and \$750,000 Transformation Under Jeff Kovatch

Second Prestige Auto Spa location brings full service automotive care and a customer first approach to Jeff Kovatch's hometown of Wayne, New Jersey.

WAYNE, NJ, NJ, UNITED STATES, September 14, 2026 /EINPresswire.com/ -- [Prestige Auto Spa Wayne](#) Celebrates First Anniversary Under Managing Partner Jeff Kovatch

“

Growing up in Wayne gives us something the big corporate washes simply can't buy. Roots in this community. We care about the wash. They care about the numbers.”

Jeff Kovatch, Managing Partner, Prestige Auto Spa Wayne

Prestige Auto Spa Wayne is celebrating its first anniversary after a year of significant investment, growth and a commitment to providing Wayne area drivers with a locally operated, family owned, full service alternative to the growing number of exterior only car wash chains.

Led by Managing Partner Jeff Kovatch and Operating Partner Jorge Mendoza, Prestige Auto Spa Wayne has undergone an approximately \$750,000 renovation and transformation, modernizing nearly every aspect of the

property while expanding its automotive services.

The Wayne facility is the second location in the Prestige Auto Spa family, following Prestige Auto Spa NJ in Toms River, which recently celebrated its fifth anniversary. The expansion into Wayne brings the same full service philosophy and customer first approach that helped establish the Prestige name in Toms River.

For Kovatch, bringing Prestige Auto Spa to Wayne was also a homecoming.

Kovatch grew up in Wayne and today once again calls Wayne home. He attended Preakness School, Albert P. Terhune School, Schuyler Colfax Junior High School and Wayne Hills High School before graduating from Seton Hall University.

His roots in Wayne extend well beyond the classroom. Beginning in third grade, Kovatch participated in Wayne PAL football and baseball, spent his summers at Wayne PAL Day Camp

and still fondly remembers Friday nights at the Wayne Boys Club. He later competed in football, wrestling and track at Wayne Hills. Kovatch credits his parents, teachers, coaches and mentors throughout Wayne with instilling the discipline, character, integrity, teamwork and strong work ethic that continue to guide his approach to business today.

Kovatch's connection to Wayne's local business community also began early. He spent time working alongside his father at the local Thom McAn shoe store his father owned and operated, while his mother worked as a hairstylist in Wayne for more than 35 years. Watching his parents taught him that a successful local business is built one relationship at a time: work hard, know your customers, treat people right and earn their business.

Some of Kovatch's closest friendships today date back to Preakness School, including friendships that began as early as second grade. For Kovatch, the customers coming through Prestige aren't simply numbers. They are neighbors, former classmates, teammates, friends and families from the community that helped shape him.

"Growing up in Wayne gives us something the big corporate and private equity backed exterior washes simply can't buy: roots in this community," said Jeff Kovatch, Managing Partner of Prestige Auto Spa Wayne. "We care about every car that comes through our property and every customer who trusts us with it. For us, it's personal. We care about the wash. They care about the numbers."

A \$750,000 Transformation

During its first year, Prestige Auto Spa Wayne completed an approximately \$750,000 renovation and modernization project transforming virtually every aspect of the property and customer experience.

Improvements include new technology and AI assisted systems, new tunnel brushes and equipment, a renovated exterior façade, new asphalt, roofing improvements, fresh paint, upgraded flooring and bathrooms, along with extensive mechanical and infrastructure improvements.

The investment reflects Kovatch's goal of combining modern car wash technology with the personal attention and accountability of a neighborhood automotive business.

More Than a Car Wash

Prestige Auto Spa Wayne provides full service car washing, oil changes, brakes, alignments, tires, tune ups and light mechanical services, along with professional detailing, ceramic coatings, vehicle wraps, headlight restoration and window tinting.

Prestige also specializes in hand washing and detailing high end, exotic and specialty vehicles,

including Ferrari, Lamborghini, Rolls Royce, Porsche and Bentley, as well as motorcycles, boats, ATVs and personal watercraft.

More Than 900 Monthly Members

Today, more than 900 customers are monthly members, trusting Prestige Auto Spa Wayne to care for their vehicles month after month.

“That number means more to me than simply counting how many cars we wash,” Kovatch said. “More than 900 people have essentially said, ‘We trust you with our car every month.’ You have to earn that kind of loyalty, and we’re incredibly proud of our Dream Team that works every day to keep earning it.”

Prestige Auto Spa Wayne has also earned a near perfect 4.9 star rating from more than 200 customer reviews, reflecting its emphasis on customer service, attention to detail and consistent quality.

As Prestige Auto Spa Wayne enters its second year, Kovatch says the mission remains straightforward: continue investing in the property, the employees, the customer experience and the Wayne community.

“Wayne is where I grew up, and it’s where I live today,” Kovatch said. “To come back and build a business here with Jorge that employs local people and takes care of our neighbors’ cars is something I’m incredibly proud of. We’ve invested heavily in this location, but our greatest investment is still our people and the trust our customers place in us.”

About Prestige Auto Spa

Prestige Auto Spa is a locally operated, family owned New Jersey automotive care business with locations in Wayne and Toms River, New Jersey. Prestige Auto Spa Wayne is led by Managing Partner Jeff Kovatch and Operating Partner Jorge Mendoza. Prestige Auto Spa NJ in Toms River recently celebrated its fifth anniversary.

Prestige Auto Spa provides full service car washing, detailing, automotive appearance services and light mechanical services, while also specializing in exotic and specialty vehicles, motorcycles, boats, ATVs and personal watercraft.

Jeffrey kovatch
Prestige Auto Spa Wayne

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