



Brett Snow/Staff Photographer

Kermit Moss, owner of Kool Kars, works on a client's car at a home in San Bernardino on Friday. Moss provides his services at your home or office.

# Kool Kars on the move

By **Matt Wrye**  
Staff Writer

Kermit Moss, a San Bernardino resident, is so busy running his dream business that he wants to expand.

Owner of Kool Kars, Moss drives to Rancho Cucamonga, Beverly Hills and even Tarzana to polish and wax clients' BMWs and hot-rods for \$100 to \$300 a pop.

His goal: open a shop.

"I want to keep the mobile service, but find a location that would keep me stationary," Moss said.

Right now his office is a custom-designed van with a pressure washer and 100-gallon water tank sitting in the back. In fact, if you spot someone polishing chrome rims on a sporty Mercedes-Benz in a corporate office parking lot, it's probably Moss.

Starting his business was kind of a fluke.

After a customer service gig at Bank of America in the mid-'90s, Moss went back to his favorite high school pastime of working on cars, for Rialto-based Left Coast Auto. He refabricated old Chevrolets, tinted windows, installed alarms, stereos — anything that transformed vehicles into what he calls "unique autos."

Left Coast Auto closed in 2000, leaving Moss on his own. Ironically, it was the best thing that ever happened to him, he said.

## Kermit Moss

**Occupation:** Owner of Kool Kars

**Age:** 46

**Education:** Some college, some seminary school

**Resume:** Technician for Left Coast Auto, and customer service representative for Bank of America

**Favorite Music:** Gospel music artist Daryl Coley

**Favorite book:** "The Kingdom of the Cults," by Walter Martin

**Mentor:** Theologian John MacArthur

"I started with my 1992 Geo Metro," he said. "I put all my equipment in the car, drove around, and cleaned cars for \$50."

From there, all it took was one PennySaver advertisement distributed in the foothill communities from San Dimas to Rancho Cucamonga and Moss was on his way.

"I got a lot of response out of that," he said.

Before long, he found himself driving a small pickup truck, then a bigger truck with a trailer, and ultimately the van. Now he's commuting to Riverside, Los Angeles and Orange counties, and when the Specialty Equipment Market Association car show comes to Las Vegas, you can count on seeing Moss there.

"A lot of people in the Inland area love their cars," Moss said. "Mobile detailing is going to be the popular thing, because car washes do such a horrible job."

When business gets slow during winter, Moss buys old cars, fixes them up, and sells them on the side.

But even the cold months are a great time for handing out business cards. With a beautiful picture of his 1936 roadster on one side and his 1963 Chevy Impala on the other, Moss' cards silently show prospective clients that he knows and cares about cars.

"Good detailers, those who've been in the business a long time, they take pride in their cars," he said. "If you've got some of your own nice cars, you're going to make sure you take care of other people's cars as if they were your own."

Perhaps no one has seen this more than Vernon Maxwell, owner of Ultimate Hydraulics in Norco.

"He's built quite a few cars, and worked on quite a few cars," said Maxwell, who's worked with Moss for about four years.

Maxwell said Moss' chances of expanding, and moving into a shop are pretty good.

"It takes money to do that," Maxwell said, "but he's a hard worker."

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