



## International Car Wash Group appoints new US president

**Jason Price will be in charge of supporting acquisition integration and the growth in the U.S. market as president of ICWG.**

The International Car Wash Group (ICWG), the world's largest local car wash company, announced the appointment of Jason Price as President for the United States. Reporting to Thomas Mangas, Chief Executive Officer, Price will have full P&L responsibility for the business's operations and for driving top-line growth and profitability.

The new president's responsibilities will include establishing core operational excellence in running existing sites, driving acquisition integration, and building more efficient scaled capabilities to support ICWG's accelerated growth in the U.S. This includes oversight of KPI management, procurement, marketing, and engineering.

"His strategic vision will allow us to set and achieve even higher performance goals in the US business through same-store growth and seamless acquisition integration," said Tom Mangas, CEO.

Most recently as Chief Commercial Officer at private equity-backed ESW Group, Jason Price spearheaded international expansion and solidified multi-year contracts with national distributors.

ICWG operates 900 locations in 14 countries across US, Europe and Australia, with 150 U.S. venues.