



## WashTec receives the German Brand Award in two categories

**With a total of 1,250 participants from 19 countries, the German Brand Award makes brand success visible.**

German car wash giant WashTec has won first prize in the category "Industry, Machines & Engineering" and received a special mention in the category "Brand Innovation of the year" for EasyCarWash.

For the fourth year in a row, experts with practical experience of the German Brand Award selected the pioneering companies in the world of brands. WashTec received two awards for its efforts this last year.

"We are proud that our consistent brand and communication strategy has been recognized in this special way. The awards from the German Brand Award confirm that WashTec is one of the best corporate brands in the Industry, Machines & Engineering sector," says Thomas Brenner, Head of Global Marketing & CRM.

EasyCarWash rethinks the car wash business and the relationship with washing customers. The app functions like a marketplace where the operator is listed in the app with his washing system, potential washing customers can select the location nearby and digitally book, start and pay for the car wash.