



USA: ICWG expands in Georgia with two sites

The acquisition of two Suds Express Wash sites brings ICWG's presence in the Macon market to three car wash locations.



International Car Wash Group (ICWG), the world's largest local car wash, announced the acquisition of two Suds Express Wash sites in Macon, Georgia, bringing ICWG's presence in the Macon market to three sites. The two car wash sites will be rebranded as Goo-Goo Express Wash, ICWG's brand in the South East with 49 sites overall and 17 in the state of Georgia.

"The opportunity to acquire two well performing sites was attractive to us to expand our footprint in Macon and fits in well with our substantial presence in Georgia," said Jeff Maize, Senior Vice President of Acquisitions, ICWG.

"When we decided to explore the sale of our business it was important to find the right buyer who would continue to build on what we had established and who would look after our employees," explained Suds Express owner Scott Wollam, who is confident of the business' continued success

under the Goo-Goo brand.