

# Petrol PLAZA

## USA: Wiggy Wash joins Mammoth Holdings platform

With this move, Mammoth gains four locations out West.



© Wiggy Wash

Mammoth Holdings LLC has acquired Wiggy Wash LLC, a four-unit conveyor carwash operator in Utah's Utah Valley area, according to a press release.

Wiggy Wash's founders made a significant equity investment in Mammoth and will have executive and developmental roles with the company.

"Brent Wignall and Chris Hailstone, Wiggy Wash's founders, have built a market leader in the high-growth Utah Valley. Brent and Chris will be great additions to our team, and we're going to provide them with the resources they need as we expand our presence throughout Utah and the Mountain West," explained carwash industry veteran Gary Dennis, Mammoth's CEO.

"Chris [Hailstone] and I weren't looking to get out of the carwash business, but we did have a bunch of things we wanted to accomplish," said Brent Wignall, Wiggy Wash's co-founder. "The Mammoth

team listened carefully to our concerns and structured a deal addressing each of them. We got the liquidity we needed, we got rid of our personal guarantees, we got equity upside, and we're still running our business and adopting the best practices of operators we admire. That's hard to beat."

Mammoth's 36-unit multi-brand portfolio includes Marc-1, Wash Me Fast, Swifty, Ultra, Finish Line and now Wiggy Wash, among others.

Red Dog Equity LLC, an Atlanta-based private equity firm, which, through its partnership with Tom Pritzker's family business interests (advised by The Pritzker Organization), provided the equity for the Wiggy Wash acquisition, and Monroe Capital provided the debt financing.

King & Spalding LLP and Alvarez & Marsal Transaction Advisory Group provided Mammoth with legal and accounting services, respectively, and Ironwood advised the company on insurance and benefits, the release concluded.