



## ICWG adds four Goo-Goo express carwash sites

**The Goo-Goo customer service model remains intact across Rome, Georgia and Chattanooga in Tennessee**

The International Car Wash Group (ICWG), the world's largest car wash, announced the acquisition of four Goo-Goo Express Carwash Franchisee sites, bringing the ICWG South East regional brand to total of 54 locations.

The first site opened in Chattanooga in 2004 and three in Rome starting in 2014 as an extension of the Dulaney family's long history of being car wash pioneers.

Brian Dulaney was first introduced to ICWG with the original purchase of 36 Goo-Goo corporate sites in 2017.

"I have continually remained in touch with ICWG over these last several years and that coupled with the fact they have maintained the Goo-Goo customer service standards, gave me confidence in my decision to transfer my customers and employees into their world class portfolio," said Jeff Maize, SVP ICWG.

It operates 900 locations in 14 countries across US, Europe and Australia, with 155 U.S. venues.