



USA: Mister Car Wash surpasses one million loyalty program members

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Mister Car Wash announces a major milestone of surpassing one million active members in its Unlimited Wash Club. Since launching the club in 2003, the Tucson-based car wash operator has aimed at changing the way customers think about washing their cars.

"Back then it was a radical idea and many people thought it was crazy," stated CEO John Lai in an internal memo to colleagues dated February 17.

"UWC has been instrumental in reshaping how people care for their vehicles, allowing them to take pride in a clean, dry, and shiny car and having it become part of their weekly routine – not just a once and a while treat," said Lai.

Members can take advantage of their membership by getting their car washed as much as they want, using member only lanes and having access to all Mister Car Wash locations across the country.

With 326 locations, the nation's largest conveyor car wash company delivers more than 50 million clean cars every year, providing employment to over 7,500 team members in 21 states.