



## Mobile car wash operator raises \$3.5m to grow business

**Washé, a mobile app that connects users to professional mobile car washers, for on-demand service at any location, has raised a \$3.5 million seed to expand its business.**

Technology entrepreneur and investor Ron Zuckerman is responsible for a large part of the \$3.5 million raised by Washé. The mobile app will use investment for product development, expand its operations into new markets, and build strategic partner relationships.

Washé currently operates in South Florida, Southern California, Georgia and New Jersey with plans to greatly expand its operations in Los Angeles and into new markets including Arizona, greater California, the Tri-State area and global markets in the coming months. To date, Washé has provided nearly 100,000 car washes to users primarily in the South Florida district.

"Washé is leading the way in the on-demand car wash space by offering an innovative platform for both consumers and businesses," said Ron Zuckerman. "Washé's success over the past two years demonstrates tremendous growth potential and I'm excited to work with them to expand Washé in the U.S and globally."

Users simply download the Washé app, create a profile, select one of four available packages, and tap "Wash Me Now!" A mobile Washér arrives in a fully equipped vehicle at the user's mapped location.