IN PREVIOUS ANNUAL reports, we’ve often talked about the incredible growth occurring in the professional car wash industry. Thankfully, that trend continued in 2018. Whether it be wash counts, sales, profitability or new store openings — many operators and suppliers achieved all-time highs in 2018.

With each passing year, it’s becoming clearer that these results are more than just cyclical gains. Rather, there are foundational changes occurring in our industry. New owners and new generations are the new norm for what had been a collection of family businesses for nearly half a century. Most encouragingly, these groups are bringing new ideas into our increasingly fast-paced industry.

As you’d expect — and as is required for any organization wishing to remain relevant — ICA has also grown and changed. We have expanded our Car Wash Show brand from our U.S. home to two other continents — and soon to a third. We have introduced three new annual learning and networking events (Splash!, the Car Wash Excellence Summit and the Women’s Leadership Experience) — with an exciting new experience coming in 2019. We have added six association partners, providing shared benefits, collaborated events and greater efficiency for our members and the car wash community.

We look forward to building on these results with the car wash community in the year ahead, and thank you for your support of our important mission to strengthen our car wash community.

Sincerely,
Haji Tehrani, President
Eric Wulf, CEO
In a testament to the rising tide of the global car wash industry, The Car Wash Show 2018 held in Las Vegas supplanted the 2017 show as the most successful show in the past decade. Produced in partnership with the Western Carwash Association and Automotive Oil Change Association, The Car Wash Show 2018 entertained nearly 8,800 attendees exploring 160,000 square feet of exhibit space. The Car Wash Show 2019 will be held May 13-15 in Nashville, Tennessee. www.TheCarWashShow.com

Nearly 100 of the car wash industry’s high-performing and high-potential women and the people who support them gathered for the first ICA Women’s Leadership Experience, held Nov. 14-15 in Chicago. “It was amazing to see women come together and share our experiences in a judgement free space,” said Lacey Curry, Car Wash Leader for Royal Farms Car Wash. “I can’t wait until next year.”
The Car Wash Show Australia

In the first year of the partnership between International Carwash Association and Australian Carwash Association the hard work by both groups is already paying dividends. “This is an important partnership as we continue to work toward connecting the global car wash community,” said ICA CEO Eric Wulf. “This partnership builds on the success we’ve achieved with the Automotive Oil Change Association, BOVAG (the Dutch car wash association) and Western Carwash Association.”

According to ACWA, the Exhibit Hall space was sold out, which means the show has now officially outgrown Etihad Stadium.

“We’ve never had so many new exhibitors or international exhibitors,” said Fiona Tointon, Events & Membership Manager for ACWA. “We’ve heard nothing but great things from exhibitors about the quality of attendees who were actively looking to buy and invest in their sites.”

The 2020 Car Wash Show Australia will be held Sept. 22-24 in Queensland.

Car Wash Excellence Summit

Only principals (CEOs, owners, presidents) of car wash companies with five or more locations may attend this luxury retreat known as the Car Wash Excellence Summit. Attendees take away actionable ideas and valuable contacts that benefit their brands and businesses. Attendance is limited to 45 people, and the event sells out each year. This year’s event will be June 10-12 in Park City, Utah.

Networking, learning, revitalizing — three things that every business leader needs for surviving and thriving in today’s competitive environment. With International Carwash Association, you have the opportunity to accomplish all three through participating in a variety of event experiences throughout the year. See the full calendar at carwash.org/events.
Attendee Growth

THE CAR WASH SHOW ATTENDEE NUMBERS HAVE INCREASED 32 PERCENT OVER THE LAST DECADE.

ICA’s Reach Is Growing

ICA reached 10,000+ car wash professionals in 2018.

ICA interacted with 4,000+ companies in U.S. and Australia in 2018.

There are approximately 2,000 ICA member companies.
Association Partnerships

“Support the work of partner associations.”

International Carwash Association partnership efforts continue to grow globally with Automotive Oil Change Association, Western Carwash Association, Australian Carwash Association, Chicagoland Carwash Association, a Tennessee ICA Chapter, Europe, BOVAG and in China.

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Research

Water Use Study

International Carwash Association also delves into research to proactively address industry challenges, such as water quality and usage. The “Water Use, Evaporation and Carryout in Professional Car Washes” study was completed in 2018 and provided a current look at water use, evaporation and carryout, and the use of reclaim water in professional vehicle washes. Water use was monitored for a minimum of one week at each of six conveyor and six in-bay facilities.

http://carwash.org/waterstudy

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Water Uses in a Professional Car Wash
ICA’S OPERATING REVENUE OVER THE PAST 10 YEARS IS STEADILY INCREASING.

2018 Board of Directors

**Officers**
- Haji Tehrani, President
- Richard Enning, Treasurer
- Jaime Harris, Vendor Vice President (Jr.)
- David Begin, Immediate Past President

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- Ken Littrell
- John Roush
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