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Australian Car Wash Association and International Carwash Association Announce New Partnership, Launch of Car Wash Show Australia™

The Australian Car Wash Association (ACWA) and International Carwash Association (ICA) have announced a new partnership to support their members and the growing global car wash market.

ACWA's biennial convention will rebrand as Car Wash Show Australia, joining with International Carwash Association's existing trade shows The Car Wash Show® (U.S.) and Car Wash Show Europe™. Members of both organizations will now receive preferred pricing and access to all ICA programs and subscriptions to ICA's *CAR WASH Magazine*™. ACWA and ICA have also committed to supporting the exchange of information between markets through networking events, educational content and regular meetings of their leadership teams.

"We are incredibly excited about this new partnership, and the potential it holds for supporting the growth of the global car wash industry," said ICA Chief Executive Officer Eric Wulf. "Developing mutually beneficial partnerships with allied associations is a key component of our strategy, and this agreement will build upon the success we've achieved with the Automotive Oil Change Association, BOVAG (the Dutch car wash association) and Western Carwash Association."

For the ACWA, the partnership presents unique opportunities to grow from increased access to the global car wash industry. "This will allow us to tap into the energy of the rapidly growing global car wash industry," said ACWA President Craig Campbell. "We have had continued growth and success with our Australian Expo for a couple of decades now, and this partnership will allow us to take it to the next level, adding global attendance, experience, and educational content whilst maintaining a local Aussie flavour."

The first partnered event in Australia will be held **Tuesday 30 October 2018 – Thursday 1 November 2018** at Etihad Stadium, Melbourne, as ACWA moves its event to being held in even-numbered years in order to compliment Car Wash Show Europe's biennial schedule in odd-numbered years.