



DRB® Acquires Beacon Mobile, Expanding Best-In-Class Car Wash Membership Management Offerings

Akron, OH Sept. 13, 2022 – DRB®, a leading provider of software and hardware innovations to the car wash industry, announced today that it has acquired Beacon Mobile LLC, a mobile technology innovator in the car wash industry.

The acquisition gives DRB customers a frictionless, customizable and cloud-based solution to manage car wash memberships across the DRB family of brands. It also extends unlimited car wash membership capabilities to DRB In-Bay Solutions' customers.

“This acquisition expands our best-in-class POS solutions to be able to transact and manage memberships seamlessly across all of our offerings,” said DRB President Ian Williams. “More than ever, we will be poised to help car wash owners grow their membership base more effectively and extend the lifetime value of their customers.”

Alan Nawoj, CEO and Founder of Beacon Mobile added, “This relationship allows Beacon Mobile to leverage the stability and resources of a larger company. DRB is committed to developing and innovating the Beacon Mobile platform, and we are excited for our customers to reap those benefits.”

The acquisition combines Beacon Mobile's innovative technology with DRB's depth of experience and breadth of customers, allowing DRB to offer unmatched consumer and market insights to customers.


“The addition of Beacon Mobile aligns perfectly with DRB's vision to become a world-class software and business intelligence company,” Williams said.

About DRB

For over a third of a century, DRB® supported – and often drove – an era of unprecedented growth in the car wash industry with point-of-sale and wash optimization software, hardware and services. Now as a masterbrand that includes DRB® Tunnel Solutions, DRB® In-Bay Solutions (formerly Unitec®), Suds Creative™, Washify®, Beacon Mobile and Driverse™, that tradition continues. The DRB team works together toward a singular goal: To help all car wash operators squeeze every ounce of profitability out of their investments. They do this with data and industry insights, a best-in-class team and reliable, intuitive innovations that delight consumers and are secure, simple to service and easy to use.

About Beacon Mobile

Beacon Mobile LLC is a leading mobile technology innovator in the car wash industry with a software platform that enables car wash owners to increase their profits, improve their customer experience, integrate their systems and build more loyal, long-term customers. Beacon Mobile's flagship offering is its branded native car wash mobile app platform, which allows a car wash operator to have their own highly polished branded mobile app for iOS and Android that is packed with an array of sales and



marketing features that continues to grow. The company is also actively working on complementary, cutting-edge solutions for the car wash industry, including patent-pending in-vehicle software solutions, such as Smart Wash Club, and voice activation with VoiceWash. Beacon Mobile LLC is headquartered in San Diego, California, and proudly serves hundreds of car washes all over the world.

Media Contact

Taryn Chmielowicz
Vice President of Marketing
DRB
330-645-4200
tmchmielowicz@drb.com