

THE CAR WASH SHOW™ MAY 11-13, 2026 • NASHVILLE, TN

It feels like the SWCA Show just happened and here we are gearing up for [ICA](#). If you missed us in Texas, get ready to see what's new in Nashville. We believe innovation should lower barriers, not raise them, and we've been hard at work on the next round of tech to make your business easier. Learn how we can help increase profit potential with [Site Level Memberships](#), see the extraordinarily affordable way to replace bricked-in analog pay stations with the spiffy, digital [Revive Series](#), and much more. Don't forget to drop your business card at Booth #323 for your chance to win a cooler full of Nashville booze!

What's new?



VPS Count Up

Usually, ancillaries like vacuums and self-serve bays work under the "countdown" principle – the user starts with a certain amount of time and the clock starts ticking until it hits zero. It can lead to a stressful, harried experience as the customer tries to squeeze as much use as possible from the service before time expires.

Instead of that, and coming soon, our [Virtual Pay Station](#) can do a "count-up." Customers get as much time as they need with no ticking clock. It's a far better customer experience.

[Read More](#)

Revive Series

We believe we've finally perfected the retrofit for outdated, bricked-in pay stations. The new [Revive Series](#) uses the same technology as our regular [ECO13](#), which means it has up to a 13-inch hi-def screen, recycles cash and accepts credit cards and mobile wallets, opens spaces in the internals for easier serviceability, and robust security.

[Read More](#)

Bundles: Halfway to a Membership

Some operators still aren't ready to embrace monthly memberships. For these owners, we have [Bundles](#) coming soon. It's a prescribed amount of washes, sold as a package, that customers can use on their own time. Operators choose how many washes to include. They can even add an automatic renewal option.

While it won't be monthly money rolling in like a membership, the benefit to the wash is that it helps lock in nearly 100% of its retail customers' car washing spend. Bundles keep them coming back to their location instead of whichever wash they are near when they decide to wash. It also can help familiarize owners with something close to a membership model, so they can sample it before committing fully. We'll have more at the [ICA](#) show next week and we can even give a demo.

[Read More](#)

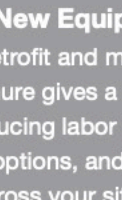
Site Level Memberships

The idea of a [Site Level Membership](#) is a simple one. The technology allows an operator to sell a membership to their location(s) from any profit center. For example, if a customer wants to purchase a self-serve wash, the customer will be prompted to buy a membership or offered the option of buying a single self-serve activation.

[Read More](#)

[Watch Video](#)

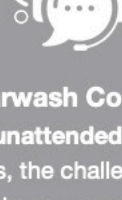
Did you know?



Download the New Equipment Overview

From flagship pay stations to retrofit and mobile-enabled options, Dencar's new Equipment Overview brochure gives a quick look at solutions designed to increase revenue while reducing labor and fraud. See the differences across the lineup, compare options, and explore more ways to create membership opportunities across your site. Download your copy today.

[Read More](#)

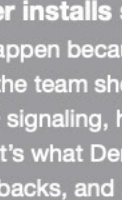


Dencar's Carwash Communicator:

The missing piece for unattended membership programs

For many unattended operators, the challenge is not selling memberships. It is supporting them. When customer questions start piling up, the monthly revenue model can feel like more trouble than it is worth. Dencar Customer Support fills that gap, helping operators deliver better member service without taking on the full burden themselves.

[Read More](#)



Installation Training: Faster installs start before the truck rolls.

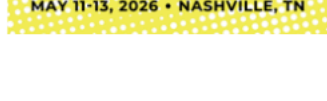
The smoothest installs don't happen because someone "figured it out on-site." They happen because the team shows up already aligned on the essentials—network basics, I/O signaling, hardware setup, and what has to be verified before turn-up. That's what Dencar Installation Training is built for: fewer surprises, fewer callbacks, and a faster path from install day to revenue day.

Upcoming sessions are already on the calendar, and seats are limited: 4/16, 4/27, 4/28, and 5/6.

To reserve a spot for your team, reply to Sam Phillips at samphillips@dencartechnology.com.

[Read More](#)

Where's Dencar?



Come visit us at the International Car Wash Association "The Car Wash Show" May 11-13 in Nashville, Tennessee. Booth #323



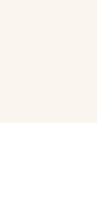
Come visit us at the [Northeast Regional Car Wash Convention](#) October 5-7 in Atlantic City, New Jersey. Booths: 625, 627, 724, 726

Dencar By The Numbers

40%

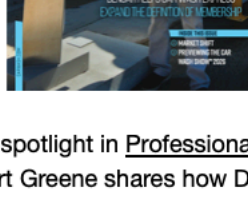
Dencar customers are 40% more profitable

A closer look behind 40%:



Dencar customers are 40% more profitable because their members average just three washes per month, per vehicle, due to [VIA Guard anti-fraud technology](#). Washes whose members use app-only sales solutions average five washes per month. The difference? With VIA Guard, they know they can't sneak any extra cars through! Get paid the same for fewer washes!

Featured in PC&D



Dencar earned the cover spotlight in [Professional Carwashing & Detailing's April issue](#). Inside, Robert Greene shares how Dencar Technology helped him expand unattended membership sales and integrate more services into the membership experience.

Read the full article to see how Greene put it: "Only Dencar could make it happen."

[Read More](#)



Connect with Dencar



THROUGHPUT