

**FOR IMMEDIATE RELEASE****NXT Wash Announces Expanded Strategic Partnership With Rinsed to Deliver Seamless, All-In-One Car Wash Technology Experience**

**Detroit, MI – March 5, 2026** – NXT Wash, a leading cloud-based AI-powered point-of-sale (POS) and operations platform transforming the car wash industry, today announced an expanded strategic partnership with **Rinsed**, the innovative customer relationship management (CRM) platform built specifically for car wash operators. This collaboration unifies POS and CRM technology to eliminate disconnected systems and deliver a seamless, end-to-end solution that empowers operators to sell more memberships, engages customers more effectively, and streamlines operations.

“Our vision at NXT Wash has always been to give operators a unified, powerful platform that helps them run every part of their business without unnecessary complexity,” said **Justin Ruelas**, President and Co-Founder of NXT Wash. “By integrating closely with Rinsed, we’re making the tools car wash teams depend on work better together, so operators can spend their time running their wash, not managing multiple systems.”

This expanded partnership enables:

- **Unified Sales and POS on One Tablet** – Salespath and NXT Wash now run together on the same device, enabling sales staff to pitch memberships, process payments, and queue vehicles without switching hardware or scanning barcodes.
- **Instant Customer Data Sync** – When a returning customer arrives at the wash, their profile, membership status, visit history, and spend data are available in Rinsed’s CRM the moment NXT Wash identifies their vehicle.
- **On-Site Engagement Opportunities** – With live CRM integration, operators can send targeted text messages, timely upgrade offers, and loyalty rewards while customers are still at the wash.
- **Improved Sales Insight and Coaching** – Live conversion metrics and AI-generated coaching insights give managers real-time visibility into sales performance by team, shift, and location.

“We built NXT Wash to be an all-in-one solution for modern car washes,” Ruelas continued. “This enhanced partnership with Rinsed brings us one step closer to that goal, delivering technology that works intuitively together so operators can focus on what matters most — creating exceptional customer experiences.”

The integrated experience is currently available in **beta** for operators leveraging both NXT Wash and Rinsed. To learn more or request early access, visit [www.nxtwash.com](http://www.nxtwash.com).

### **About NXT Wash**

NXT Wash is an industry innovator in cloud-based, AI-driven car wash software. Founded by veteran car wash professionals, it offers an open- architecture POS platform with 99% accurate license-plate recognition, dynamic pricing, loyalty management, and now mobile/web e-commerce. NXT Wash was “born from a bold vision: to merge cutting-edge AI technology with proven car wash systems, delivering smarter, faster, and more efficient service”. It’s hardware-agnostic solutions are designed to work with any existing wash equipment, helping operators boost throughput, reduce overhead, and maximize profitability.

### **About Rinsed**

Rinsed is a customer relationship management platform designed specifically for car wash operators, helping them grow memberships, reduce churn, and engage customers through integrated data and personalized messaging.

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