

Steel City Wash LLC d/b/a Mr. Magic Car Wash Expands into Ohio with Acquisition of Coates Car Care



Niles, Ohio Jun 6, 2024 ([IssueWire.com](https://www.issuewire.com)) - Steel City Wash LLC, operating as Mr. Magic Car Wash, proudly announces the acquisition of Coates Car Care, headquartered in Niles, OH. This acquisition marks a significant expansion into the Ohio market and aligns with Mr. Magic Car Wash's vision of providing premium car care services to a broader customer base as part of its continued growth strategy.

With this acquisition, Steel City Wash LLC adds six new locations in Niles, Austintown, Cortland, Howland, Boardman, Ohio, and Hermitage, Pennsylvania. This expansion brings the total number of Mr. Magic Car Wash locations across Western Pennsylvania, West Virginia, and Ohio to 23.

Coates Car Care offers the same quality express car wash services, innovative technology, and high standards guests expect from the Mr. Magic Car Wash brand. More information about Coates Car Care's services can be found on their website at www.coatescarcare.com.

The acquisition represents a significant milestone for both companies, demonstrating a commitment to growth and excellence in the car care industry.

"Coates Car Care has built a robust business model that aligns perfectly with ours—offering express service, innovative technology, competitive pricing, and an unwavering commitment to our guests and

community. We are thrilled to welcome Coates Car Care into the Mr. Magic family,” said Joe Krydick, President/COO of Steel City Wash. “This acquisition underscores our dedication to growth and delivering exceptional car wash experiences to the Ohio market.”

Jim Coates, of Coates Car Care, shared his enthusiasm about the acquisition: “In 1959, my father opened the first Coates Car Care location in Niles, Ohio. For over 65 years, my family has been committed to providing our community an excellent car wash experience. I am confident that Mr. Magic will continue to add incredible value for our guests by giving them access to a larger footprint of locations and providing outstanding service and care that they have come to expect from Coates Car Care. I am very grateful for our team's opportunity to join an amazing company. This is an exciting time for my family, and I look forward to watching Mr. Magic take this company to new heights.”

Coates Car Care was represented by Ardent Advisory Group, a boutique M&A advisory firm specializing in the car wash industry.

About Steel City Wash LLC

Headquartered in Pittsburgh, PA, Steel City Wash LLC was formed in 2021 through a partnership between Incline Equity Partners and five local, family-owned car washes. Following this acquisition, Steel City Wash operates car washes under the Mr. Magic Car Wash, Greensburg Auto Spa, and Coates Car Care brands.

About Mr. Magic Car Wash

Mr. Magic Car Wash, official car wash of the Pittsburgh Penguins®, is a leading car wash with multiple locations in Greater Pittsburgh and Morgantown, catering to individual and corporate clients. With a focus on customer satisfaction, Mr. Magic Car Wash offers a variety of premium services, including soft cloth wash packages, a loyalty program, a detailing center at its University Blvd location, unlimited wash club memberships, and a car wash fundraising program for sports teams, schools, and non-profits.

To learn more about Mr. Magic's services and locations, visit mrmagiccarwash.com.

About Incline Equity Partners

Incline Equity Partners, headquartered in Pittsburgh, Pennsylvania, is a private equity firm that specializes in manufacturing, distribution, and business services investments.

With their hands-on approach and expertise in driving growth, Incline is committed to helping Mr. Magic Car Wash reach its full potential and continue providing exceptional car care services to customers. Incline has significant capital available and is actively seeking acquisitions and development opportunities. For more information about Incline Equity Partners, visit their website at InclineEquity.com.

About Ardent Advisory Group

Ardent Advisory Group is a boutique M&A advisory firm and a leading provider of M&A services to the car wash industry. Ardent Advisory Group has advised sellers on some of the largest deals in the car wash industry, but the firm is also structured to provide outstanding service levels for smaller car wash deals. To learn more, please visit www.ArdentAdvisoryGroup.com.

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