

Gas N Wash Unveils Innovative Mobile App and Rewards Program

After a successful soft launch and loyalty provider migration, Gas N Wash ranks amongst the top 5% on Rovertown's app platform, based on active monthly users per store

TINLEY PARK, IL (April. 24, 2024) — Gas N Wash, a family-owned chain providing fuel, convenience, and carwash needs in Chicago's suburbs, is proud to officially unveil its enhanced mobile app and rewards program. Following a soft launch in 2023 and a seamless migration to a new loyalty provider earlier this year, the app now ranks amongst the top 5% on Rovertown's platform, based on average monthly active users per store. Today's formal announcement marks a significant milestone in Gas N Wash's commitment to enhancing their customer experience through innovative technology.

"With over 30 locations, launching an app and updated rewards program wasn't about checking boxes. We understood the importance of doing this right," says Laura Krawisz, VP of Marketing at Gas N Wash. "Our team is working diligently to build an app-centric and loyalty-focused culture, and we're proud of what we've achieved."

Designed with savings and convenience at its core, the Gas N Wash app provides users with several compelling features. A rewards program, powered by Paytronix, enables members to save at the pump, collect cash back on in-store purchases, and earn complimentary car washes. Lenny's Lane, a mobile racing game, offers opportunities to win coins redeemable for candy and snacks, courtesy of Mondelez. Additionally, car wash subscriptions available through the app offer even greater fuel savings. App-exclusive coupons surprise and delight customers with free items across beverage, snack, and candy categories.

Choosing Rovertown as a strategic partner offered Gas N Wash flexibility and unlocked self-service capabilities. During the soft launch phase, a decision was made to enhance the original rewards program, migrating to Paytronix as the new loyalty host. This migration was completed seamlessly without disruption to app users thanks to Rovertown's integration with Paytronix.

"Laura and her team are doing everything our data suggests you should do," says Bill Bustin, Head of Customer Success at Rovertown. "As a former retailer, it's very exciting to see what they're achieving. The Gas N Wash app is one of the most successful in this industry and will continue to set new standards."

To learn more, visit www.gasnwash.com or download the app on iOS and Android.

###

About Gas N Wash

Gas N Wash is a family-owned, one-stop shop for fuel, convenience and carwash needs in the Chicago suburbs. Our fuel and convenience centers are open 24/7, 365 days a year with extended daily car wash hours. Our commitment to customer satisfaction and cleanliness is unparalleled, with a range of services designed to meet the needs of all drivers on the road. Featuring the latest fueling technology for both diesel and gasoline, Gas N Wash stores are staffed by friendly and knowledgeable staff who are always ready to assist. We offer a vast selection of beverages, snacks, hot food, and other essentials, making it easy to stock up on the go. Many locations feature beer caves, wine and liquor, and 24-hour video gaming. Car wash club subscriptions provide unlimited access across our locations. Learn more at <http://www.gasnwash.net>.

Media Contact

Laura Krawisz
VP of Marketing, Gas N Wash
lkrawisz@gasnwash.net

For a press kit with images, [click here](#).