

5 W A I V I S I B I L I T Y I N D E X

The Car Wash AI Visibility Index 2026

Top 25 U.S. Conveyor Car Wash Chains by AI Citation Share.

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EXECUTIVE SUMMARY

The U.S. car wash industry is one of the most rapidly consolidating retail-service categories in America. The U.S. Census Bureau identified roughly 17,584 car washes with paid employees in its most recent count, and approximately \$15 billion in annual North American car wash retail sales. Approximately 900 new conveyor sites opened annually at the recent peak. Private equity is everywhere: [KKR acquired a stake in Quick Quack for \\$850 million](#); Oaktree Capital backs Whistle Express; Atlantic Street Capital backed Zips; Warburg Pincus owns El Car Wash; Wildcat Capital Management runs the Club Car Wash / Express Wash Concepts platform.

What surfaces inside ChatGPT, Claude, Perplexity, and Google AI Overviews when American drivers ask *"best car wash near me," "unlimited car wash subscription worth it," "Mister Car Wash vs Tommy's Express," "where to wash my car"* is a small set of national chains that have absorbed the citation surface from the 17,000+ independent operators they have not yet acquired.

This report measures who is winning that citation surface. 5W ran 65+ consumer-intent prompts through ChatGPT, Claude, Perplexity, and Google AI Overviews in Q1 2026, tracking citations across four sub-categories: national conveyor chains, express-exterior chains, full-service chains, and franchise networks (Tommy's Express).

The findings: Mister Car Wash, the only publicly traded pure-play car wash, captures an estimated 13.5% of all car wash consumer-intent AI citations — the largest share of any single brand and a reflection of its national footprint of 500+ locations across 21 states and roughly 74% Unlimited Wash Club subscription penetration. Tommy's Express wins franchise-citation prompts decisively after being named #1 on Entrepreneur's Franchise 500 in the car wash category. The Wildcat Car Wash Platform — Club Car Wash plus Express Wash Concepts — captures citation surface that exceeds its individual brand recognition because AI engines absorb the platform's combined trade-press footprint. [Zips' February 2025 Chapter 11 filing](#), after over-leveraging at \$654 million in debt, has reshaped the citation surface in real time. Approximately 91% of independent and regional car wash operators have effectively zero AI citation share in their own metro and category.

The brands that win car wash AI citation in the next twelve months will define which wash every American driver under 50 visits when their car needs cleaning. The window is closing fast.

TOP 15 BRANDS BY AI CITATION SHARE

Estimated share of citations across 65+ car wash consumer-intent prompts run through ChatGPT, Claude, Perplexity, and Google AI Overviews, Q1 2026.

Mister Car Wash	13.5%
Tommy's Express	8.2%
Take 5 Car Wash	6.8%
Quick Quack	6.0%
Whistle Express	5.4%
Tidal Wave Auto Spa	4.6%
Wildcat (Club + EWC)	4.2%
Zips Car Wash	3.6%
Spotless Brands	2.9%
GO Car Wash	2.5%
Mammoth Holdings	2.2%
Autobell Car Wash	2.0%
Crew Carwash	1.7%
El Car Wash	1.5%
ModWash	1.3%

Source: 5W analysis of AI-generated responses across ChatGPT, Claude, Perplexity, and Google AI Overviews, Q1 2026. Share represents estimated proportion of brand citations across 65+ tracked consumer prompts. Remaining ~33% split across ranks 16–25, regional brands, and the small minority of independent operators who occasionally break into citations.

THE FULL TOP 25 RANKING

1. Mister Car Wash — Conveyor car wash chain. [Mister Car Wash](#) (NYSE: MCW). 500+ locations across 21 states, the only publicly traded pure-play car wash and the largest U.S. car wash chain by unit count. Headquartered in Tucson, Arizona. Approximately 74% Unlimited Wash Club subscription penetration. Wins "best car wash chain," "national car wash subscription," and "Mister Car Wash near me" prompts at industry-leading consistency.

- 2. Tommy's Express** — Conveyor car wash franchise. Holland, Michigan-headquartered. [Tommy's Express](#) ranked #1 on Entrepreneur's Franchise 500 in the car wash category. Three-minute tunnels, license plate recognition, TommyClub subscription app. Wins "car wash franchise" and "Tommy's Express near me" prompts decisively due to franchise marketing scale.
- 3. Take 5 Car Wash** — Conveyor car wash chain. Owned by Driven Brands (NASDAQ: DRVN). The car wash arm of the Take 5 Oil Change parent. Charlotte, North Carolina-headquartered. Driven Brands divested significant car wash holdings to Whistle Express in 2025 to refocus on its oil change franchise; the residual Take 5 Car Wash brand still wins citation surface in "fast car wash" and "Take 5 car wash" prompts.
- 4. Quick Quack Car Wash** — Conveyor car wash chain. Roseville, California-headquartered. 230+ locations expanding to ~275+ across California, Texas, Arizona, Utah, Colorado. KKR acquired an \$850 million stake in 2024. Subscription-based "Don't Drive Dirty" positioning. Quackals the duck mascot. Wins "Quick Quack" and "express car wash subscription" prompts.
- 5. Whistle Express Car Wash** — Conveyor car wash platform. Charlotte, North Carolina-headquartered. [Whistle Express](#). 400+ locations across the Midwest and Southeast after its 2025 acquisition of Driven Brands' car wash portfolio. Backed by Oaktree Capital. Catapulted into top-tier citation share through the acquisition's trade-press footprint.
- 6. Tidal Wave Auto Spa** — Conveyor car wash chain. Thomaston, Georgia-headquartered. 156+ locations. Founded 1999. Family-and-PE-backed growth from a single Georgia self-service site to a national chain. Wins "Tidal Wave car wash" and southeast-region prompts.
- 7. Wildcat Car Wash Platform (Club Car Wash + Express Wash Concepts)** — Combined Wildcat Capital Management platform. 200+ combined locations across 19 states under brands including Club Car Wash, Bee Clean Express, Clean Express Auto Wash, Flying Ace Express, Green Clean Express, Moo Moo Express, and Rapid Express. Columbia, Missouri-headquartered. Citation share that exceeds individual brand recognition because the platform's combined trade-press footprint is absorbed by AI engines collectively.
- 8. Zips Car Wash** — Conveyor car wash chain. Plano, Texas-headquartered. Operating under Zips Car Wash, Rocket Express Car Wash, and Jet Brite Car Wash. [Zips](#) filed Chapter 11 in February 2025 after over-leveraging at \$654 million in debt; the bankruptcy reshaped citation share in real time as restructuring news propagated through trade press. Citation surface remains substantial despite the financial restructuring.
- 9. Spotless Brands** — Conveyor car wash platform. Oakbrook Terrace, Illinois-headquartered. Affiliated brands include Cobblestone Auto Spa, Okie Express Auto Wash, Ultimate Shine, and Flagship Car Wash. 150+ locations across Phoenix, Denver, Oklahoma City, DC, Maryland, Virginia, West Virginia, and Tennessee.
- 10. GO Car Wash** — Conveyor car wash chain. Denver, Colorado-headquartered. ~127 locations. Wins "GO Car Wash" and Mountain region prompts.
- 11. Mammoth Holdings** — Conveyor car wash chain. Atlanta, Georgia-headquartered. ~115+ locations. Multi-brand portfolio including Mammoth, Marc-1 Car Wash, and others.
- 12. Autobell Car Wash** — Family-owned conveyor car wash chain. Founded 1969 by Charles "Charlie" Howard. Headquartered in Charlotte, North Carolina. Wins "Autobell" and Carolinas-region prompts.

- 13. Crew Carwash** — Conveyor car wash chain. Indianapolis, Indiana-headquartered. Wins "Crew Carwash" and Midwest-region prompts.
- 14. El Car Wash** — Conveyor car wash chain. Florida-focused. Owned by Warburg Pincus. Wins "El Car Wash" and Miami / South Florida prompts.
- 15. ModWash** — Conveyor car wash chain. Multi-state expansion since 2020. Wins "ModWash" and emerging-region prompts.
- 16. Cobblestone Auto Spa** — Phoenix-based conveyor car wash chain. Spotless Brands affiliate. Wins "Cobblestone" and Arizona-region prompts.
- 17. Cheetah Clean Auto Wash** — Conveyor car wash chain expanding across the Southeast. Wins "Cheetah Clean" prompts.
- 18. Squeaky's Car Wash / Russell Speeders / Summit Wash Holdings** — Connecticut, New York, Nebraska, Kansas, and Florida operations under Summit Wash Holdings. Wins regional "Squeaky's" and "Russell Speeders" prompts.
- 19. Bubbles Car Wash** — Regional conveyor chain. Wins regional prompts.
- 20. WhiteWater Express Car Wash** — Texas-region conveyor chain. Wins "WhiteWater Car Wash" prompts.
- 21. Splash Car Wash** — Northeast-region conveyor chain. Wins "Splash Car Wash" prompts.
- 22. Caliber Car Wash** — Atlanta-region conveyor chain. Wins "Caliber Car Wash" prompts.
- 23. Wash Wizard / Surf Through Express** — Regional conveyor chains.
- 24. Hoffman Car Wash** — New York-region conveyor chain. Wins "Hoffman Car Wash" and Capital Region prompts.
- 25. Jax Kar Wash / Mr. Magic Car Wash / Independent Operator Composite** — A composite category representing the strongest of the regional and independent operators that occasionally break into AI citations. The vast majority of America's 17,500+ independent car washes never appear in AI answers at all.

KEY FINDINGS

- **STAT 1:** 17,584 — U.S. car washes with paid employees identified by the U.S. Census Bureau (most recent count); ~\$15B in annual North American car wash retail sales (Federal Reserve Bank of St. Louis)
- **STAT 2:** ~900 — new conveyor car wash sites opened annually at the recent peak (International Carwash Association); construction has slowed from 2021-2022 peaks of 936-943 due to market saturation
- **STAT 3:** 500+ — Mister Car Wash locations across 21 states; the largest U.S. car wash chain by unit count; the only publicly traded pure-play car wash (NYSE: MCW)
- **STAT 4:** 74% — Mister Car Wash Unlimited Wash Club subscription penetration of total wash sales; up from ~71% the prior year

- **STAT 5:** \$850M — KKR's acquisition stake in Quick Quack Car Wash announced August 2024
- **STAT 6:** 91% — estimated share of independent and regional car wash operators with effectively zero AI citation share in their own metro and category
- **STAT 7:** \$654M — Zips Car Wash debt at its February 2025 Chapter 11 filing; revealed cash balance under \$1M at filing
- **STAT 8:** 48.12% — automatic tunnel share of total car wash market in 2025; express-exterior sites growing at 8.27% CAGR (Mordor Intelligence)

THE CENTRAL FINDING

American drivers no longer find their next car wash by driving past one. They open ChatGPT and ask *"best car wash near me," "unlimited car wash subscription worth it," "Mister Car Wash vs Tommy's Express," "car wash that does interior cleaning."* AI engines respond with a list. That list is the new car wash discovery channel — and it is dominated by a small number of national chains whose marketing scale and trade-press citation footprint exceed the 17,000+ independent operators competing against them.

Inside that AI-mediated discovery, the U.S. car wash industry is consolidating on three fronts simultaneously. On the public-markets front, Mister Car Wash has used its NYSE listing and consistent earnings disclosures to build a citation moat that no private competitor has closed. On the franchise front, Tommy's Express has used its Entrepreneur Franchise 500 #1 ranking to build trade-press content velocity that captures "car wash franchise" and "best franchise to own" AI citations across its network. On the PE-platform front, Whistle Express, Wildcat Car Wash Platform, Spotless Brands, and Mammoth Holdings have absorbed citation share from the brands they have rolled up — even when consumers don't know which platform now owns the wash they visit.

The Zips Chapter 11 filing in February 2025 demonstrated the inverse: when a major chain stumbles, the citation surface re-routes within weeks. Trade press picks up the bankruptcy news, AI engines absorb the coverage, and "best car wash" prompts route away from the affected brand. The citation surface is not stable property. It is a real-time leaderboard.

The brands that will win in 2026 and 2027 understand this. The brands that don't are losing citation surface to platforms whose consumer-relationship begins before the driver pulls into the parking lot.

METHODOLOGY

5W ran 65+ consumer-intent prompts through ChatGPT (GPT-4o, GPT-5), Claude (Sonnet 4.6, Opus 4.7), Perplexity, and Google AI Overviews in Q1 2026. Prompts spanned four sub-categories tracked separately because brand citation share differs materially across each.

National conveyor chains (Mister Car Wash, Take 5, Whistle Express, Tidal Wave, Mammoth Holdings, Autobell, Crew Carwash, Hoffman, Splash). **Express-exterior chains** (Quick Quack, Zips, Spotless, GO Car Wash, ModWash, Caliber, Cheetah Clean). **Full-service chains** (Mister's full-service operations, Autobell, regional full-service operators). **Franchise networks** (Tommy's Express; Express Wash Concepts as franchisor; Wildcat Capital Management's combined platform).

Citation share figures represent estimated proportions across the tracked prompt set, not absolute citation counts. Methodology details, prompt list, and replication instructions available on request.

WINNERS

Mister Car Wash dominates the conveyor citation surface. With 500+ locations, NYSE-listed status, consistent earnings disclosures, and 74% Unlimited Wash Club subscription penetration, Mister wins "best car wash chain," "national car wash subscription," and brand-comparison prompts at industry-leading consistency. Its citation moat is structural: no other car wash brand operates at this combination of scale, public-markets visibility, and subscription depth.

Tommy's Express dominates franchise citations. The #1 ranking on Entrepreneur's Franchise 500 in the car wash category produces a citation flywheel — every "best franchise to own," "car wash franchise opportunity," and "Tommy's Express franchise" prompt routes back to its franchise marketing footprint, which competitors have not matched.

The Wildcat Car Wash Platform wins what no individual Wildcat-owned brand could win alone. Club Car Wash, Express Wash Concepts, Bee Clean, Clean Express, Flying Ace, Green Clean, Moo Moo Express, and Rapid Express collectively produce trade-press content that AI engines absorb as a single platform signal. Wildcat's citation share exceeds the sum of its individual brand citations.

Quick Quack wins California, Texas, Arizona, Utah, and Colorado prompts decisively. The KKR-backed \$850 million capital injection in 2024 produced trade-press coverage that propagated through AI training data faster than competitors' organic content could counter.

Whistle Express transformed its citation surface in 2025 by acquiring Driven Brands' car wash portfolio. The acquisition produced a single trade-press event that AI engines absorbed as a category-defining moment, propelling Whistle from regional player to top-five national citation share within months.

FALLING BEHIND

Independent and regional operators. Approximately 91% of the 17,500+ U.S. car washes with paid employees have effectively zero AI citation share in their own metro and category. The structural reason: AI engines surface brands with national entity-strength signals (Wikipedia presence, structured Wikidata records, consistent national trade-press citations, and brand-owned content velocity that exceeds what an independent operator can produce). The independent car wash whose only digital presence is a Google Business Profile and a Yelp listing is invisible in AI answers — even when the consumer is standing two miles from the wash and asking "best car wash near me."

Driven Brands' Take 5 Car Wash post-divestiture. Driven Brands' 2025 strategic decision to divest car wash holdings to Whistle Express in order to refocus on Take 5 Oil Change has produced a citation transition: AI engines are absorbing the divestiture news, but the residual Take 5 Car Wash brand citation surface is in flux. Brands undergoing corporate transitions consistently lose citation surface during the transition window, and Take 5 Car Wash is the most visible 2026 example of this pattern.

Sub-15-location regional chains. Even mid-tier regional operators with strong local recognition struggle to break into AI citation share above ~1%. The trade-press footprint required to register on the citation surface scales non-linearly: the gap between a 15-location chain and a 50-location chain is not 3.3x in citation share — it is closer to 10x.

THE SIX STRUCTURAL FINDINGS

1. Public-markets visibility is the largest structural citation advantage in car wash. Mister Car Wash's NYSE listing produces a continuous trade-press signal (earnings releases, analyst coverage, sale-leaseback transactions, SEC filings) that AI engines absorb and weight heavily. Private competitors at comparable scale have no equivalent signal stream. Citation surface follows public-markets visibility with near-mechanical consistency.

2. PE-platform brand consolidation produces composite citation surface that exceeds the sum of parts. Wildcat (Club + EWC), Whistle Express (post-Driven acquisition), Spotless Brands (Cobblestone + Okie + Ultimate Shine + Flagship), and Mammoth Holdings each capture combined citation share that exceeds what their constituent brands earned independently. The mechanism: AI engines absorb the platform-level trade-press footprint without distinguishing among the underlying brands.

3. Subscription-program coverage is a citation event. AI answers about "unlimited car wash subscription," "best monthly car wash plan," and "car wash app" route disproportionately to brands with named, marketed subscription programs (Mister's Unlimited Wash Club, Quick Quack's monthly unlimited, Tommy's TommyClub). Brands without named subscription programs lose citation surface in subscription-related prompts even when they offer comparable products.

4. Franchise rankings produce citation flywheels. Tommy's Express's Entrepreneur Franchise 500 #1 ranking in the car wash category produces a continuous citation flywheel for "best franchise," "car wash franchise

opportunity," and "Tommy's Express" prompts. The ranking gets cited in trade press, the trade press gets absorbed by AI engines, and the citation surface compounds.

5. Bankruptcy and restructuring produce real-time citation re-routing. Zips' February 2025 Chapter 11 filing produced a citation reset within 6-8 weeks: "best car wash chain," "Zips Car Wash review," and "is Zips Car Wash open" prompts began routing to alternative chains as trade press and AI engine re-training absorbed the bankruptcy news. The citation surface is not stable.

6. Sale-leaseback financial activity produces unexpected citation surface. Mister Car Wash's \$134.9 million in 2024 sale-leaseback proceeds and continued 2025 sale-leaseback activity generated trade-press coverage (Costar, Reuters, Wall Street Journal) that propagated to AI citation surface for "Mister Car Wash financials" and "car wash real estate" prompts. Financial events produce trade-press footprint that compounds into citation share.

2026-SPECIFIC FINDINGS

1. The Zips Chapter 11 filing reset the citation surface. February 2025's Chapter 11 filing — followed by lease rejections, location closures, and ongoing restructuring through Q1 2026 — propagated through trade press and produced the largest single citation reset of the year in the car wash category. AI answers about "Zips Car Wash" now reference the restructuring within nearly every response.

2. The Whistle Express acquisition of Driven Brands' car wash portfolio reshaped the top-five. The 2025 acquisition catapulted Whistle Express from regional player to top-five national citation share within months. The transaction's trade-press footprint was the second-largest 2026 citation event in car wash, after Zips.

3. KKR's \$850 million stake in Quick Quack reshaped subscription-citation surface. The August 2024 KKR investment produced trade-press coverage that strengthened Quick Quack's citation share for "Quick Quack" and California / Sun Belt prompts throughout Q1 2026.

4. Sale-leaseback activity at Mister Car Wash produced unexpected citation surface. The \$134.9 million in 2024 sale-leaseback proceeds and continued 2025 activity generated trade-press content that AI engines absorbed at higher velocity than competitors' organic marketing.

5. The 936-943 annual new-build peaks have plateaued. Construction of new conveyor car washes has slowed from the 2021-2022 peaks. AI answers about "fastest growing car wash" and "new car wash near me" now route to the chains that maintained construction velocity through the slowdown — primarily Tommy's Express, Quick Quack, and Tidal Wave.

6. Subscription-program penetration data has become a citation event. Mister Car Wash's disclosure of 74% Unlimited Wash Club subscription penetration in its 2024 earnings calls produced trade-press analysis that AI engines absorbed as a category-defining metric. Brands without comparable disclosed subscription metrics now lose citation share in subscription-related prompts.

FROM RONN TOROSSIAN, FOUNDER OF 5W

"Car wash is the cleanest example we've measured of an industry where consumer discovery has fully migrated to AI before the operators realized it was happening. The customer is no longer driving past a car wash and remembering the brand. The customer is sitting at home asking ChatGPT which car wash to visit, and ChatGPT is answering with one of about ten national chains. Mister Car Wash, Tommy's Express, Quick Quack, Whistle Express, and Tidal Wave have built citation moats that no independent operator can replicate without national trade-press footprint and structured-data infrastructure. Ninety-one percent of the 17,500+ U.S. car washes with paid employees are effectively invisible in AI search. That is not a small problem. It is the entire competitive structure of the industry shifting underneath the operators. The brands building citation infrastructure now will own the next decade. The brands waiting for the AI search transition to stabilize will discover that the chains who moved first absorbed their consumers before they even knew the question was being asked."

— RONN TOROSSIAN, FOUNDER & CHAIRMAN, 5W

THE CAR WASH GEO PLAYBOOK

- 1. Build entity-strength infrastructure first.** Wikipedia presence, Wikidata structured records, schema.org LocalBusiness markup at every location URL, and consistent NAP (name-address-phone) across the open web. Without entity-strength signals, AI engines cannot map your brand to the consumer query reliably.
- 2. Publish disclosed subscription metrics.** Following Mister Car Wash's playbook: name your unlimited program, publish penetration metrics, produce trade-press content explaining the program's economics. Subscription-program metrics are a citation event that brands without disclosed metrics cannot match.
- 3. Pursue trade-press footprint, not just consumer marketing.** Carwash.com (Professional Carwashing & Detailing), CP Top 100, International Carwash Association, CarwashPro, and the regional trade press are the citation engines that propagate to AI training data. Operators who maintain trade-press visibility win citation share that consumer-only marketing cannot produce.
- 4. Treat regulatory and financial events as citation events.** Sale-leasebacks, PE investments, IPO activity, bankruptcy restructuring, regional expansion announcements — every financial event produces trade-press footprint that AI engines absorb. Calendar AI-citation audits to within 72 hours of every major financial event.
- 5. Build platform-level citation surface where multiple brands operate under one parent.** Wildcat, Spotless Brands, Mammoth Holdings, and Whistle Express all illustrate that platform-level trade-press footprint compounds. Operators with multi-brand portfolios should publish at the platform level as well as the brand level.

6. Win the franchise-citation surface if you franchise. Tommy's Express's Entrepreneur Franchise 500 #1 ranking is a citation flywheel that competitors have not matched. Operators with franchise programs should pursue franchise-industry rankings (Entrepreneur, Franchise Business Review, Franchise Times) deliberately.

7. Calendar trade-press content cadence. Quarterly earnings releases (for public operators), annual operating updates (for private operators), monthly location-opening announcements, and continuous community-impact content all produce trade-press footprint that compounds into citation share. Random publishing produces random citation share. Calendared cadence produces predictable citation growth.

8. Build for the post-EV consumer. EV penetration is reshaping the car wash consumer profile (different cleaning needs, longer wash intervals, different chemistry preferences). Brands that publish EV-specific content (EV-safe washes, EV interior detail, EV battery considerations) win the emerging citation surface that brands focused only on traditional vehicles cannot match.

9. Address sub-category prompts deliberately. "Express car wash" vs "full-service car wash" vs "self-service car wash" vs "touchless car wash" each produce distinct citation surfaces. Operators who segment content by sub-category win sub-category prompts that operators with undifferentiated content do not.

10. Treat license-plate-recognition and app technology as citation events. Tommy's TommyClub, Mister's app-based subscription, Quick Quack's monthly unlimited app — every named, marketed app produces citation surface that brands with un-named app experiences do not match. Name the technology. Publish about it.

THE BIGGER PICTURE

Car wash is consolidating in real time. KKR, Oaktree, Atlantic Street Capital, Warburg Pincus, Wildcat Capital Management, and a dozen other PE firms have built platforms that absorb regional and independent operators monthly. Mister Car Wash's NYSE listing made the consolidation visible to the public markets. Zips' February 2025 Chapter 11 made the financial fragility visible. The Whistle Express acquisition of Driven Brands' car wash portfolio made the platform-economics visible.

What has not been visible — until this report — is how completely the AI citation surface has consolidated. Ten brands win nearly 50% of consumer-intent AI citations in a category with 17,500+ operators. The 91% of independent operators with effectively zero AI citation share are not just losing search traffic. They are losing the consumer relationship that historically began when a driver passed the wash on the way home. That relationship now begins inside ChatGPT, Claude, Perplexity, and Google AI Overviews. The chain whose citation surface dominates in the consumer's metro is the chain that gets visited.

The brands that win the next decade are the brands that build entity-strength infrastructure now, publish disclosed subscription and operating metrics, pursue trade-press footprint with platform-level deliberation, treat every financial and regulatory event as a citation event, and address sub-category prompts with segmented content. The brands that wait for the AI search transition to stabilize will discover that Mister, Tommy's Express, Quick Quack, Whistle Express, Tidal Wave, Wildcat, and a small number of others have absorbed a larger and larger share of what consumers see when they ask AI "where do I wash my car" in the United States.

ABOUT 5W

5W is a leading public relations and digital marketing agency, and the AI communications firm behind the AI Visibility Index Series. With a dedicated Generative Engine Optimization (GEO) practice, 5W helps the world's leading brands earn citation authority across ChatGPT, Claude, Perplexity, and Google AI Overviews while continuing to deliver the consumer, corporate, crisis, healthcare, technology, sports and lifestyle, and public affairs PR services that have made 5W one of the largest independent PR agencies in the United States.

The AI Visibility Index Series

The AI Visibility Index is 5W's research franchise measuring how generative AI engines surface brands in consumer search. Each Index covers a single consumer category — pickleball, crypto, cannabis, beauty, local services, weddings, HVAC and plumbing, cigar and pipe, pool and spa, car wash, funeral services, and others — and ranks the top 25 brands by AI citation share across ChatGPT, Claude, Perplexity, and Google AI Overviews. The Series exists because the citation surface is where consumer category formation now happens, and most brands do not yet realize the implications.

5W's Generative Engine Optimization Practice

5W's [Generative Engine Optimization practice](#) helps brands build durable AI citation share through entity-strength infrastructure, ingredient and credibility transparency content, structured editorial citation building, and the deliberate content cadence AI engines reward. Engagements include AI citation audits across ChatGPT, Claude, Perplexity, and Google AI Overviews; competitive citation-share benchmarking; entity-strength remediation including Wikipedia, Wikidata, structured-data markup, and authoritative third-party citation building; sub-category citation surface strategy; and ongoing citation-share measurement and reporting.

Category Expertise

5W operates dedicated practices across the categories the AI Visibility Index Series covers: [Consumer Products & Brands](#), [Cannabis PR & Digital Marketing](#), [Beauty & Grooming](#), [Health & Wellness](#), [Financial Services & Fintech](#), [Technology](#), [Lifestyle](#), [Travel & Hospitality](#), [Food & Beverage](#), [Home & Housewares](#), [Crisis Communication](#), [Litigation PR](#), [Real Estate PR](#), [Public Affairs](#), and more. Every AI Visibility Index produced by 5W is informed by category practice depth, not by category-agnostic methodology alone.

Engage with 5W

For inquiries about Generative Engine Optimization engagements, AI Visibility Index licensing, or category-specific PR and communications: visit 5wpr.com/practice/geo-optimization or contact info@5wpr.com. 5W headquarters: 469 7th Avenue, Floor 8, New York, NY 10018. Telephone: (212) 999-5585.

FAQ

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