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**FOR IMMEDIATE RELEASE**

## **Badger Truck Center Announces Corporate Name Change to Badger Truck and Automotive Group, Inc.**

*Badger Truck Center Formally Changes Name to Better Align Evolving Industry and Focus of the Company*

Milwaukee, WI — March 27, 2019 — Badger Truck Center, a second generation, family-owned commercial truck dealership, announced Tuesday that it will formally change its name to Badger Truck and Automotive Group, Inc. (Badger Truck & Auto Group) effective immediately. The name change reflects the diversified business and customer relationships within and outside of the company's clientele. The new corporate identity will be reflected on their recently launched dealership group website, [www.badgertruck.com](http://www.badgertruck.com).

Paul Schlagenhauf, President and Dealer Principal, explained that the new name will better represent the evolving industry changes and focus of the company, adding, "The Badger Truck & Auto Group name better represents our company's strategic focus on growth. As a continual leader in the commercial truck industry, it is time we look to the future of automotive. SUV vehicle sales from all automotive manufacturers are on the rise and our inventory product lines support the direction of our market."



The new Badger Truck & Auto Group branding will appear across all of the company's marketing platforms in 2019.

The Badger Truck & Auto Group name change will impact its subsidiary New Glarus Motors, the Chrysler, Dodge, Jeep, Ram dealership in New Glarus, Wisconsin. After acquiring this location over four years ago, the company welcomes the formal name change to Badger Chrysler Dodge Jeep Ram, LLC.

Badger Truck & Auto Group is a proud recipient of the Deloitte Wisconsin 75 award, 13 years running, which recognizes the 75 largest and most successful privately held companies for the impact they make on Wisconsin's economic growth and for their involvement in our community. Badger Truck & Auto Group's original location on St. Paul Avenue in Milwaukee, Badger Ford Truck Center, has been awarded Top Medium Duty Ford Commercial Sales, Heavy Duty Commercial Sales and Top Ford Commercial Sales for the last seven years.

### **About Badger Truck & Auto Group (formerly known as Badger Truck Center)**

Badger Truck & Auto Group, established in 1965, is a second-generation, family-owned commercial truck dealership with locations throughout southeastern Wisconsin. The company started its business with the Ford franchise, and has expanded to include Isuzu, Chevrolet, Buick, Chrysler, Dodge, Jeep and Ram. Additionally, Badger Truck & Auto Group has expanded its line of businesses to provide complementary services to its customers to include Badger Heavy Truck Service, Badger Truck Equipment, Quick Lane Tire and Auto Center, and Badger Rebuild divisions. Badger's philosophy of teamwork, integrity, and open communication with customers ensures high quality equipment at the best value. Headquartered in Milwaukee, Wisconsin, Badger services customers throughout Wisconsin and Illinois. To learn more, visit [badgertruck.com](http://badgertruck.com), or call 414-344-9500.

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