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FOR IMMEDIATE RELEASE

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Badger Truck Center Provides Ford Transit Van to Bublr Bikes

Milwaukee, WI – September 7, 2015 – Badger Truck Center, a family owned commercial truck dealership, fully supported the purchase of a Ford Transit van for Bublr Bikes. Bublr is Milwaukee's bike share system and provides a transportation option for the public to check out bicycles for a small fee. The Ford Transit van will be used to transport bicycles back to the Bublr warehouse for regular maintenance and will be a key component to the deployment of future Bublr bike stations throughout the Metro Milwaukee area. In addition to supporting the van purchase, Badger Truck Center also fully funded the vehicle wrap and a custom-built bicycle rack.

"We are enthusiastic to support the local business community as the Bublr mission parallels Badger's internal cultural strategy – to encourage a safe and healthy work atmosphere," says Paul Schlagenhauf, President of Badger Truck Center. John Schlagenhauf, CFO of Badger adds, "We stand behind a healthy environment for work and play. Bublr Bikes promotes an inexpensive, low emission, transportation alternative for people of all ages to see our beautiful city."

"Badger Truck Center's support and generosity is truly impressive," says Kevin Hardman, Executive Director of Bublr Bikes. "This truck is a crucial piece of our operations and Badger Truck Center made it happen. What a pleasure it is to work with people who care so much about our great city."

We invite you to keep a lookout for the brightly wrapped Bublr Bikes Ford Transit van as it cruises around the Milwaukee streets. "Like" Bublr Bikes and Badger Truck Center on Facebook for details on upcoming promotions and freebies from both companies!

Photos of the new Bublr Bikes van can be found at:

<https://www.dropbox.com/sh/zkvee8ab08f84li/AADJ2VV9FSQEnaaVm509T0MJJa?dl=0>



Badger Truck Center and Bublr Bikes team members gather to show off the new vehicle wrap.

About Badger Truck Center

Badger Truck Center, established in 1965, is a second-generation, family-owned commercial truck dealership with locations throughout southeastern Wisconsin. Badger started its business with the Ford franchise, and has expanded to include Isuzu and Chrysler, Dodge, Jeep and Ram. Additionally, Badger Truck has expanded its line of businesses to provide complementary services to its customers; Quick Lane Tire and Auto Center and Badger Rebuild. Badger's philosophy of teamwork, integrity, and open communication with customers ensures high quality equipment at the

best value. Headquartered in Milwaukee, Wisconsin, Badgers services customers throughout Wisconsin and Illinois. To learn more, visit badgertruck.com, or call 414-344-9500.

About Bublr Bikes

Bublr Bikes are a fun, convenient and healthy way to travel around Milwaukee. The Bublr Bikes system is a public-private partnership between the City of Milwaukee and Bublr Bikes, a Milwaukee-based not-for-profit organization, with additional support from many other public and private partners. To learn more visit BublrBikes.com.

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