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FOR IMMEDIATE RELEASE

Badger Truck Center Celebrates Being Region’s Top Dealer for Medium Duty, Super Duty and Overall Commercial Sales at Summerfest

Milwaukee, WI – July 6, 2017 – Badger Truck Center, a family owned commercial truck dealership, celebrated being the Top Dealer for Medium Duty, Super Duty and Commercial Truck Sales at the world’s largest music festival. Badger Truck Center specializes in the sale of commercial trucks throughout southeastern Wisconsin. For more than 50 years, Badger Truck Center’s promise has been to establish relationships with business owners that last the life of the business, *not* just the life of the truck.

On Friday, June 30th, 2017, Badger Truck Center welcomed customers, vendors and employees to celebrate the accomplishment. Guests enjoyed catering and beverages from Saz’s Hospitality Group. Over 300 guests were in attendance, including representatives from Ford, Isuzu, Chrysler and many other vendors and suppliers.

“At Badger Truck Center, there are few things we appreciate more than the support of our loyal vendors and customers. It’s because of the support of these businesses that we can continue to do what we do best: keeping safe, reliable vehicles on the road where they are working hard to support local businesses in our community,” says Paul Schlagenhauf, President of Badger Truck Center. “Over the years, we’ve become more horizontally integrated, adding ancillary services that our customers find valuable. We’re extremely proud of reaching this major milestone, serving our customers over the last five decades.”



Banners at Summerfest Lake Deck reflect Badger Truck Center’s long time business partners and vendors

Badger Truck Center, a second-generation family owned business, has locations in Milwaukee, West Allis, Brookfield and New Glarus, and the company continues its expansion, offering increasingly robust solutions to its vehicle fleet offerings.

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; Badger Truck Equipment, 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.

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