



Cheryl Klein
Marketing Manager
Badger Truck Center
414-344-9500
c.klein@badgertruck.com

FOR IMMEDIATE RELEASE

Badger Truck Center Recognized as Top Privately Held Business with Deloitte Wisconsin 75 Award

Badger Truck Center wins Deloitte 75 Award 13 years running

Milwaukee, WI — October 16, 2017 — Badger Truck Center a second generation, family-owned commercial truck dealership is once again a recipient of the Deloitte Wisconsin 75 award for 2017! The Wisconsin 75 is an annual award that ranks privately held companies headquartered in Wisconsin by sales revenue. Each year, Deloitte 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.

"Accepting this award for 13 years running has been a phenomenal accomplishment. The Wisconsin 75 award reflects the work we do at Badger as a cohesive team. Each and every employee, customer and vendor that we work with day in and day out has helped us achieve this status once again in 2017," Paul Schlagenhauf, President of Badger Truck Center, reflects. "We extend our congratulations to our fellow award recipients and especially to the 2017 Distinguished Performer award winners."

Ray Pannemann, General Sales Manager added, "Being a recipient of the Deloitte Wisconsin 75 award is a great reminder for us as a private organization. This award has always inspired us to increase sales in existing markets and explore new market expansion throughout Wisconsin. The credibility that comes with this assures our customers and employees that we have a long-term commitment to provide them with a strong company looking to continue to build into the future."

Deloitte hosted a premier recognition breakfast and event on the morning of Wednesday, October 11, 2017 at Pier Wisconsin at Discovery World. The program highlight was a presentation from keynote speaker Chris Lofgren, President and CEO of Schneider, in which Lofgren shared his insights on why culture will trump strategy and how sometimes the simplest ideas will become the most innovative changes for company growth.

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 to include Badger Heavy Truck, 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, or call 414-344-9500.



Pictured (left to right): Paul Jacklin, Cheryl Klein,
Mike Montey, Ray Pannemann

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