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**FOR IMMEDIATE RELEASE**

## **Badger Truck Center Proves Commitment to Quality by Adding Role of Quality Improvement Facilitator**

*Badger Truck Center Adds Quality Improvement Facilitator to Leadership Lineup*

Milwaukee, WI — June 7, 2018 — Badger Truck Center is adding a position to their team for a Quality Improvement Facilitator (QIF) this month. The company is committed to excellent customer service and servicing vehicles right the first time, every time. To continue their success, the Quality Improvement Facilitator will take a close look at improving current processes and reviewing interdepartmental communications.

The main purpose of the Quality Improvement Facilitator will be to observe, coach and train Badger Truck Center team members. “We are living and working in a world that is constantly changing and developing. From the electronics in the vehicles we sell to the technology we use each day, we have to continue to keep up with trends and be able to efficiently service commercial vehicles. The demand for experienced technicians is not going away any time soon. Challenging our employees to think outside the box when it comes to efficiencies in the shop and growing our internal processes will put us steps ahead of the competition,” Paul Schlagenhauf, President, shares.

Named to the role is Jeff Frahm, a candidate that has worked within the divisions of Badger Truck Center for over 30 years. “I hold the safety of Badger Truck Center to the utmost regard. The first thing I am going to look at is how we can avoid complacency under any circumstances,” Frahm states.



Jeff Frahm, Quality Improvement Facilitator

Badger Truck Center is committed to delivering safe vehicles, developing a culture of safety and guaranteeing quality service for all of their customers.

### **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](http://badgertruck.com), or call 414-344-9500.

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