



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 14 years running

Milwaukee, WI — October 19, 2018 — Badger Truck Center a second generation, family-owned commercial truck dealership is once again received the Deloitte Wisconsin 75 award in 2018! 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.

"Every January, I choose one word that I would like everyone in the company to remain conscientious of throughout the year. The word represents what we are encouraged to work on in our daily presence at the dealership. This year, our Word of the Year at Badger Truck Center is Accountability. The word serves as a reminder to all of us that we need to become comfortable in accepting responsibility for our actions. This year, I asked our whole team to become solution seekers and with this, shed light on areas of improvement in our business. Without constantly evaluating our day to day operations, we would have limited growth potential," Paul Schlagenhauf, President of Badger Truck Center, reflects. "Being accountable for our actions and improving on our level of customer service is what won us the Wisconsin 75 award this year. We extend our congratulations to our fellow award recipients and to the 2018 Distinguished Performer award winners."



Pictured, left to right: Ray Pannemann, General Sales Manager; Cheryl Klein, Marketing Manager; Paul Jacklin, Used Truck Manager

Ray Pannemann, General Sales Manager, added, "Being a recipient of the Deloitte Wisconsin 75 award is always a proud reminder for us as a private organization. The credibility that comes with this assures our customers and employees that we have a long-term commitment to provide them with a strong foundation looking to build into the future."

Deloitte hosted a premier recognition breakfast and event on the morning of Wednesday, October 10, 2018 at Northwestern Mutual's Grand Hall. The program highlight was a presentation from keynote speaker John E. Schlifske, Chairman, President and CEO of Northwestern Mutual, in which Schlifske shared his insights on Northwestern Mutual's financial security, technology and innovation in the community through partnerships with local colleges, marriage of technology and personnel in the workplace, and goals to improving the foundation of our education system.

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.

###