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FOR IMMEDIATE RELEASE

## Badger Truck Center Acquires Assets of Lakeland Chevrolet Buick of Lake Mills

*Badger Truck Center purchases Lakeland Chevrolet Buick,  
Adds Chevrolet Commercial Truck Line to Product Offering*

Milwaukee, WI — November 6, 2018 — Badger Truck Center is pleased to announce an expansion to its family of companies after acquiring substantially all of the assets of Lakeland Chevrolet of Lake Mills. The sale will allow Badger Truck Center to better serve its customers by adding the Chevrolet Commercial Truck franchise, set to begin production late this year. The acquisition welcomes the responsibility of the sales, service and parts departments under the business units of Badger Truck Center. Badger Truck Center, a second generation, family-owned commercial truck dealership, has been a leader in the commercial truck industry for over 50 years. Recently, Badger Truck Center has been awarded the Wisconsin Deloitte 75 award for the fourteenth consecutive year and has achieved Top Ford Truck Dealer in the Chicago Region Market for Overall Truck Sales, Heavy Duty Commercial Truck Sales, and Medium Duty Commercial Truck Sales.

"We are looking forward to delivering vehicles and services to the Lake Mills and surrounding communities by aligning our organization's goals with the current success of the Lakeland dealership. By also gaining the Chevrolet Commercial Truck product line, we are able to offer a complete suite of product offerings to our customers nationwide. Chevrolet and Buick's product line is complementary to our existing Ford, Chrysler, Dodge, Jeep, RAM and Isuzu franchises across Southeastern Wisconsin. The acquisition adds to our capacity and geographic footprint in our market area and at a national level," Paul Schlangenau, President and Dealer Principal.

"Our family of companies has made impressive gains after purchasing the RAM franchise, New Glarus Motors, in 2015. The addition of the Chevrolet and Buick brands will prove our commitment to serving our customers in the retail, commercial, parts and service markets. Continuing to grow the Badger Truck Center brand provides our customers with unparalleled service," Matt Dierksmeier, Vice President.

The organizational culture of Badger Truck Center will feed into the Chevrolet Buick division. Cheryl Klein, Marketing Manager, shares, "We welcome the integration of the Chevrolet and Buick brands to our product offering as we rename the Lakeland Chevrolet Buick dealership to Badger Chevrolet Buick. Culture and influence in the Lake Mills community will be our top priorities. Customers can expect to see a unified team working with a streamlined sales pipeline to include leveraging services from the Badger Rebuild and Badger Truck Equipment divisions. The integration of Badger Truck Center's values and philosophies of teamwork, integrity and open communication with employees will continue to guarantee high quality products at the best value for our 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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