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**FOR IMMEDIATE RELEASE**

## **Badger Truck Center celebrates 50 years of providing customers with the commercial trucks they need!**

Milwaukee, WI – May 4, 2015 – Badger Truck Center, a family owned commercial truck dealership, is celebrating its 50th year in business today, May 4. In 1965, Ed Schlagenhauf opened Badger Truck Center, one of the only Ford heavy truck dealerships in the country. Badger Truck Center specializes in the sale of commercial trucks throughout southeastern Wisconsin. For 50 years, its motto has been to establish relationships with business owners that last the life of the business, *not* just the life of the truck.

“Badger Truck began with the Ford franchise, and over the years grew to include Isuzu, and most recently the Chrysler, Dodge, Jeep and Ram franchise,” says Paul Schlagenhauf, President of Badger Truck Center. “In addition, 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.”

Badger Truck, 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.

### **Then and now: 1965 vs. 2015**

How much has changed in 50 years? Consider these:  
Hand crank windows then vs. electric windows now  
Side air window vents then vs. advanced environmental controls now  
Gas price per gallon: \$0.21 then vs. \$2.55 now  
AM/FM radio with dials then vs. SIRIUS/XM now  
Fold-out paper maps then vs. GPS now

“What hasn’t changed a bit in five decades,” Schlagenhauf adds, “is Badger Truck’s dedication to serving our customers and striving to satisfy their needs. We’re looking forward to our next 50 years.”

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



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