



Member Spotlight

WISCONSIN AUTO AND TRUCK DEALERS ASSOCIATION



A message from WATDA President



Wisconsin car, truck, RV, and motorcycle dealerships are great for consumers and great for Wisconsin. Wisconsin consumers benefit from competition for sales, service, and parts. Consumers' interests are aligning with that of the dealer when it comes to safety recalls and warranty work.

The state of Wisconsin benefits from good, head of household jobs, payroll tax, property tax, and sales tax. But where everyone wins is with the charitable and philanthropic participation from local dealerships.

This new publication has been created to share the impact that dealerships across Wisconsin have on their local communities. Please take a few minutes, enjoy, smile and take-in the positive things that are happening around Wisconsin.

Moving people forward, that's what we are about.

Bill Sepic
President/CEO
Wisconsin Automobile & Truck Dealers Association





We want to feature you!

In the next edition of the WATDA Member Spotlight

Let us know what your dealership is doing for the community by contacting:

Megan Markanich • mmarkanich@watda.org



Table of Contents

ADAMS

Rudig Jensen Ford Chrysler Dodge Jeep Ram6

BARRON

Don Johnson's Cumberland Motors
Ford Chrysler Dodge Fiat Jeep RAM6

BROWN

Broadway Automotive 20
Kriete Group24
Dorsch Ford Lincoln Kia 30

CHIPPEWA

Chilson Automotive9
Eau Claire Automotive Group14
Mid-State Truck Service22
Markquart Motors23
Chippewa Valley Mazda31

CLARK

Courtesy Ford10
Mid-State Truck Service22

CRAWFORD

Fillback Family of Dealerships17

DANE

Zimbrick Fish Hatchery Road9
Brenengen West Salem Kia19
Wilde East Towne Honda19, 28
Bergstrom Automotive24
Kriete Group24
Rosen Nissan Madison27
Zimbrick Chevrolet31

DODGE

Rudig Jensen Ford Chrysler Dodge Jeep Ram6
Van Horn Ford of Lomira29

DOUGLAS

Benna Ford Roush14

DUNN

Johnson Motors of Menomonie, Inc.27

EAU CLAIRE

Chilson Automotive15
Prestige Auto Corporation25, 29
River States Truck and Trailer23

FOND DU LAC

Holiday Automotive7, 15, 16, 21
Summit Automotive Chrysler Dodge Jeep Ram19
Kriete Group24

GREEN

Rudig Jensen Ford Chrysler Dodge Jeep Ram6
Alphorn Ford Lincoln30

JUNEAU

Rudig Jensen Ford Chrysler Dodge Jeep Ram13

LA CROSSE

Dahl Automotive6, 18
Brenengen Onalaska Chevrolet12
Morrie's Audi La Crosse13
Kriete Group24

LANGLADE

Parsons of Antigo17

LINCOLN

Kriete Group24

MANITOWOC

Broadway Chevrolet Buick GMC Cadillac17

MARATHON

Kocourek Subaru	13, 18
Mid-State Truck Service	22
Truck Country	22

MILWAUKEE

Holz Motors	14
Kriete Group	24

MONROE

Fillback Family of Dealerships	17
--	----

ONEIDA

Kocourek Chrysler Dodge Jeep Ram Rhinelander . .	11
Truck Country	16

OZAUKEE

Newman Chevrolet	12, 28
----------------------------	--------

PIERCE

Cernohous Chevrolet	20
-------------------------------	----

PORTAGE

Mid-State Truck Service	22
Kriete Group	24

RACINE

Kriete Group	24
Miller Motors	25
Lynch GM Superstore	27
Martin Ford Sales	26

RICHLAND

Jones Chevrolet-Buick Inc.	26
------------------------------------	----

ROCK

Bob Clapper Automotive	30
----------------------------------	----

SAUK

Rudig Jensen Ford Chrysler Dodge Jeep Ram	6
---	---

SAWYER

Don Johnson Auto Group	10
Timber Ford of Hayward	26

SHAWANO

Shawano Auto Sales	8
------------------------------	---

SHEBOYGAN

Sheboygan Chrysler Center	7
Kriete Group	24

ST. CROIX

River States Truck and Trailer	23
--	----

VERNON

Sleepy Hollow Chevy Buick GMC	26
---	----

VILAS

Parsons of Eagle River	26
----------------------------------	----

WALWORTH

Kunes Lake Geneva Chevrolet Buick GMC	20
---	----

WAUKESHA

Ewald KIA of Oconomowoc	8
Ewald Chrysler Jeep Dodge Ram of Oconomowoc .	10
Lakeside International Trucks	11

WASHINGTON

Sommers Subaru	25
--------------------------	----

WINNEBAGO

Klein Ford	11
Bergstrom Automotive	21

WOOD

Mid-State Truck Service	22
-----------------------------------	----

Don Johnson's Cumberland Motors Ford Chrysler Dodge Fiat Jeep RAM Supplies lunch for school district

As a big thank you to the entire Cumberland School District for all that they do for their community and children, Don Johnson's Cumberland Motors Ford Chrysler Dodge Fiat Jeep RAM provided lunch for their first day of school.



Rudig Jensen Ford Chrysler Dodge Jeep Ram Thank a Teacher

Rudig Jensen Ford Chrysler Dodge Jeep Ram participated in the "Thank A Teacher" event that is organized by their friends at Castle Rock Realty. Through this program they were able to provide supplies for 15 surrounding schools in Juneau, Adams, Monroe, and Sauk!



Dahl Automotive

La Crosse Area Mountain Bike Race Team

Dahl Automotive loaned their truck to help haul the La Crosse Area Mountain Bike Team's trailer to one of their events. La Crosse Area Mountain Bike Team is a group for those that enjoy the sport of mountain bike riding. They're one local team comprised of middle and high school students from area schools in La Crosse, Onalaska, Holmen, West Salem, and Bangor.



Sheboygan Chrysler Center

Donates a Jeep Grand Cherokee to Kohler Police Department

Community support is a huge part of who Sheboygan Chrysler Center is as a Dealership. They congratulated Kohler Police Department and their Community Resource officer with a Jeep Grand Cherokee, as a donation to assist them and to thank them for all the work they do within the community.



Holiday Automotive

The Ledge Games

On September 25th Holiday Automotive staff participated in The Ledge Games. 100% of the events proceeds goes towards making education more accessible & affordable for students focusing on engineering, manufacturing, and technology in the Lake Winnebago Region.



Shawano Auto Sales

Gresham Little League Fundraiser

Shawano Auto Sales donated to the Gresham Little League's golf outing fundraiser. A post from the little league event, reads: "The Gresham Little League Organization would like to thank all of those that played a part in helping support our Gresham Youth Baseball players. Gresham Youth Baseball has a bright future, with all of the great teams, and businesses that made this day possible."



Ewald KIA of Oconomowoc

Haws of Waukesha Human Animal Welfare Society

The entire month of September, Ewald KIA of Oconomowoc collected toys for pets that are up for adoption at Humane Animal Welfare Society - HAWS of Waukesha. The Humane Animal Welfare Society of Waukesha County leads the community in animal welfare and assures sanctuary for animals in need.

They also hosted a Mobile Pet Adoption on September 18, 2021, from 10am until noon.



Zimbrick Fish Hatchery Road Adopt-a-Highway Volunteer

Employees from Zimbrick Fish Hatchery Road volunteered for the Adopt-a-Highway segment along the beltline.



Chilson Automotive Sleep in Heavenly Peace Event

Chilson Automotive loaned their trucks for pulling the loaded trailers for CCF Bank that hosted a 20-bed build event for Sleep in Heavenly Peace. Sleep in Heavenly Peace is dedicated to building, assembling, and delivering top-notch bunk beds to children and families in need.



Ewald Chrysler Jeep Dodge Ram of Oconomowoc Third Annual Turn the Tide Charity Gala

Ewald Chrysler Jeep Dodge Ram of Oconomowoc participated in the Third Annual Turn the Tide Charity Gala, (an Ocean Connections, Inc. event) by sponsoring their shuttles, that brought guests to the event. Ocean Connections, Inc. is a non-profit organization that is dedicated to inspiring conservation awareness and public action for our world's oceans through education.



Courtesy Ford

Books Books Books!

Courtesy Ford sponsored Thorp's Scholastic Book Club! Every month for one full year, each student in grades 2 and 3, will be receiving one free book. Scholastic Book Clubs have made discovering the joy of reading a cherished part of childhood for generations of readers.



Don Johnson Auto Group

Hayward Community School District receives free lunch!

Don Johnson Auto Group received a huge thank you from Hayward Community School District for providing them with lunch. "We appreciate everything you do for our staff and community! Win the Day!"



Kocourek Chrysler Dodge Jeep Ram Rhinelander

2021 Run Back to School

The YMCA of the Northwoods hosted the 2021 RUN BACK TO SCHOOL race and Kocourek Chrysler Dodge Jeep Ram Rhinelander was one of the sponsors for the event. Proceeds from the event benefit the Y's Annual Support Campaign. The YMCA of the Northwoods is a charitable nonprofit organization. Their Annual Support Campaign is a Y initiative that provides financial assistance for programs and memberships to children and families in need. At the Y, no one is turned away due to the inability to pay. Funds raised through their Annual Support Campaign remain in the community and are made available to local youth, families, and adults.



Klein Ford

WAAC Food and Fund Drive

Klein Ford participated in The Winneconne Area Assistance Center Food and Fund Drive. Through the dealerships employees and customer contributions they were able to raise over \$500 in cash and donated two large boxes full of items.



Lakeside International Trucks

Homes for our Troops

Lakeside International is a volunteer sponsor of Homes for our Troops, which builds and donates specially adapted custom homes nationwide for severely injured post 9/11 veterans, to enable them to rebuild their lives. One of the events that Lakeside volunteered at was the McCardle project in October 2021 and that mission was accomplished on December 11, 2021.



Newman Chevrolet

Cedarburg Athletic Department—Groth Family Stadium

Newman Chevrolet was a part of a generous donation to Cedarburg High School's Athletic Department that helped make it easier to manage crowd control and ensure the safety of all in attendance as they enter the Alumni Field through the newly constructed ticket booth and secure entrance to the Growth Family Stadium.



Brenengen Onalaska Chevrolet

#FeedingMinds

Brenengen Onalaska Chevrolet dropped off backpacks to Eagle Bluff Elementary School and Irving Pertzsch Elementary School along with \$10 per backpack for school supplies. #supportlocalschools



Kocourek Subaru

Humane Society of Marathon County

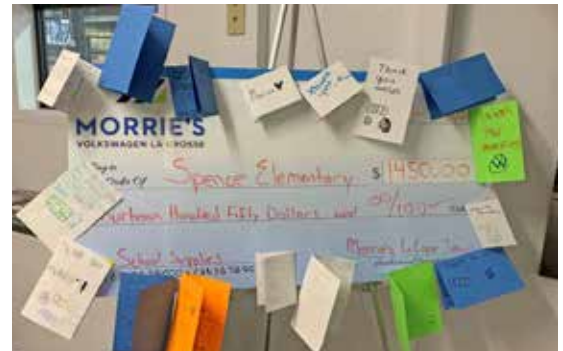
For the entire month of October 2021, Kocourek Subaru donated \$100 every time an animal was adopted at the Humane Society of Marathon County. Kocourek Subaru was able to donate \$20,136 to the Humane Society of Marathon County. This annual event's success is due to the partnership between Subaru, Kocourek and the community.



Morrie's Audi La Crosse

Spence Elementary School— Feeding Minds backpack drive

Morrie's Audi La Crosse stopped by Spence Elementary School to present them with a donation for school supplies.



Rudig Jensen Ford Chrysler Dodge Jeep Ram

Veterans Memorial Project



\$3500 was raised by Rudig Jensen Ford Chrysler Dodge Jeep Ram, for the Veterans Memorial project. Donations are made in honor of all veterans of the New Lisbon Area.

Benna Ford Roush

The Salvation Army— Coats For Kids

Benna Ford participated in the 20th anniversary of the Northland's Coats For Kids coat drive. The drive helps to keep children warm in the Twin Ports and surrounding Northland communities including Duluth, MN. Since the beginning, Coats For Kids has provided 26,546 coats to those in need, with a record of 1,789 coat donations in 2018. Coats were distributed at the Salvation Army in Superior, WI.



Holz Motors

Making Strides Against Breast Cancer

Holz Motor employees participated in the Making Strides Against Breast Cancer walk. The American Cancer Society Making Strides Against Breast Cancer walk raises awareness and funds to save lives from breast cancer. This 3-mile walk brings together over 7,000 Milwaukee community members to make a difference for everyone who has been touched by breast cancer.



Eau Claire Automotive Group

Ridin' for a Reason

Ridin' for a Reason is an annual campaign to raise awareness about the impact of breast cancer. The Eau Claire Automotive Group supports the Ridin' for a Reason team that raised \$40,000 to help benefit Marshfield Medical Clinic's Mobile Mammography Program for women in rural areas around Wisconsin.



Chilson Automotive

#SubaruLovesLearning

Chilson Automotive made a donation to help support their local elementary school, Longfellow Elementary.



Holiday Automotive

Day Off Payoff

Holiday Automotive employees participated in an event they call "Day Off Payoff" that raised over \$2500 for the Agnesian Cancer Center. Agnesian Cancer Care associates provide compassionate, state-of-art cancer care to those within their community. The extra bonus for the Holiday employees that made the \$5 donation to the center, were able to wear jeans on Fridays throughout the month of October.



Truck Country

#LogALoadForKids

Truck Country, along with its sister company McCoy Construction & Forestry, helped benefit Children's Miracle Network Hospitals through the Log A Load For Kids program during the Great Lakes Logging & Heavy Equipment Expo. With the generous support of its customers, the companies raised \$11,365 for the program. The mission of the Log A Load For Kids Foundation program is to raise funds to improve children's health through treatment, education, and research at Children's Miracle Network (CMN) Hospitals and other local children's hospitals.



Holiday Automotive

Fond du Lac United Way

Holiday Automotive believes in #givewhereyoulive, so they teamed up with United Way of Fond du Lac and helped raise \$45,695! United Way advances the common good in communities across the world. They fight for the health, education, and financial stability of every person in every community. To learn more about how you can get involved, check out fdlunitedway.org.



Broadway Chevrolet Buick GMC Cadillac

Pink Heals!

The Broadway Manitowoc team proudly supported the Pink Heals Manitowoc County WI and their annual Cares Enough to Wear Pink run/walk. The Pink Heals mission is to financially and emotionally assist women, men, and children battling any type of cancer living in Manitowoc County.



Parsons of Antigo

Beautiful You

During the month of September, Parsons of Antigo's, \$1.00 of Every Oil Change program, was able to raise \$487 for the "Beautiful You" program at the Gerald & Dorothy Volm Cancer Center. This program helps boost confidence and self-esteem as patients receive their cancer treatments. A special thank you goes out to the caring, dedicated team of cancer center staff and volunteers that provide this service to the Antigo community.



"Helping one person might not change the world, but it could change the world for one person."



Fillback Family of Dealerships

500 pounds of food!

After hosting a week long food drive at their dealership, Fillback collected over 500 pounds of food for the Coulee Cap Food Pantry. The Coulee Cap Food Pantry Program provides food to pantries, meal sites, and shelters. Coulee Cap acts as an Emergency Food Organization that handles the distribution of TEFAP food to pantries in the four-county area.

Dahl Automotive of La Crosse, Onalaska and Winona 13th Annual Dahl Lube-A-Thon

Dahl Automotive presented the Family & Children's Center with a check from the proceeds of their 13th Annual Dahl Lube-A-Thon. With the help of their sponsors and members within the community, they raised over \$32,000! The Family & Children's Center is a 501(c)3 agency that serves thousands of individuals and families every year. They have multiple services from Family and Juvenile Support, Housing/Residential Programs, Foster Care, Alcohol and Drug treatment and more.



Kocourek Subaru The Salvation Army Wausau

Kocourek Subaru had the opportunity to visit The Salvation Army Wausau and deliver blankets in honor of #SubaruLovesToHelp! Subaru and its retailers donated a total of 100,000 blankets and 50,000 pairs of socks to homeless shelters nationwide.



Summit Automotive Chrysler Dodge Jeep Ram FDL K-9 Program

Summit Automotive donated to the FDL K-9 program (Fond du Lac's County Sheriff's Office) for their service and sacrifice within the community. The Fond du Lac Police Department K-9 Unit is donation based due to lack of funding. They currently have two K-9's in active service.



Brenengen West Salem Kia Tools for Schools

Tools for Schools is a grant program sponsored by Brenengen Auto Group that donates money to teachers that could use financial help for their classroom. November's Tools for Schools recipient went to a teacher at Blessed Sacrament. The first-year teacher plans to use the \$1,000 to build up her classroom library.



Wilde East Towne Honda Adopt A Family

For the holiday season, Wilde East Towne Honda adopted a family through Sun Prairie's Sunshine Place. Employees had a fun time shopping for the kids on their list with the hopes that it would help make a family's holidays a little brighter. The Sunshine Place spreads hope for individuals, families, and children facing hardship. In the spirit of neighbors helping neighbors, Sunshine Place delivers food, clothing, and other necessary services. They serve Sun Prairie and northeastern Dane County through approximately 148 acts of kindness per day.



Kunes Lake Geneva Chevrolet Buick GMC Shop with a Cop

Kunes supported Lake Geneva Police Department with a donation for their Shop with a Cop program. The money is used during the Christmas season to take area children shopping for toys and clothes.



Cernohous Chevrolet River Falls Youth Hockey

The River Falls Youth Hockey Association received a donation from Cernohous Chevrolet in effort to support and give back to those within their community. Go Wildcats!



Broadway Automotive Northeast Wisconsin Veterans

The Northeast Wisconsin Veterans Treatment Court (NEWVTC) mentors and guides veterans that need help getting back on their feet. For the first half of November, 50% of all oil changes at Broadway Automotive, went to supporting local veteran charities. NEWVTC was one of the recipients with a \$5,000 donation.





Bergstrom Automotive Father Carr's Place 2B

Bergstrom Automotive partnered with Subaru to donate 200 pairs of socks and over 80 blankets to Father Carr's Place 2B in Oshkosh.

Holiday Automotive FDL Cops for Kids

For more than 15 years, #TeamHoliday has partnered with the FDL Cops for Kids program by exchanging names and purchasing a gift for a local child or teen. The toys are distributed by the Police Chaplain, members of the police department, the Cops for Kids Board, and many volunteers to 75 families, including 250 children under 18 in the community that may otherwise go without.



Mid-State Truck Service

13th Annual Truckers for Tots

Mid-State Truck Service, along with their corporate partners, were able to purchase and donate \$14,000 worth of toys for Toys for Tots. Truckers for Tots is an annual campaign committed to continuously supporting the area's youth. All proceeds received are directly donated to the Marine Toys for Tots Foundation through the local Toys for Tots programs within the communities they call home.



Truck Country

The Neighbor's Place

Truck Country donated to the Neighbor's Place; a hometown community center that provides a hand up to the residents of Marathon County and the surrounding communities. They provide the following programs and services (free of charge) to those who need them: Food Bank & Food Pantry, The Babies' Place, Wheels Again, Community Gardens, and the Community Learning Center. These programs are possible because the community cares.



Markquart Motors

Markquart gives back

Markquart Motors has the residents of the Chippewa Valley vote for their favorite local non-profit organization. The top 10 local non-profit organizations with the most votes will each receive \$5,000 from the Markquart gives back program.



Markquart gives back



River States Truck and Trailer

Marine Toys for Tots Foundation

Employees at the Eau Claire and Roberts locations of River States Truck and Trailer, donated to the Marines Toys for Tots Foundation.



Kriete Group

Vince Lombardi Cancer Foundation

The Kriete Group participated in their annual #NoShaveNovember challenge. The friendly competition of the Kriete dealerships kicked off on November 1st. Throughout the month, donations flooded in from employees and customers. They successfully raised \$9,423. The donation benefits the Vince Lombardi Cancer Foundation.



Bergstrom Automotive

Breast Cancer Awareness

During the month of October, Bergstrom Automotive did their part to help generate \$35,000 for Breast Cancer Research. For each test drive, oil change, vehicle repair, new tire purchase, etc., Bergstrom Automotive donated \$5 on the customers behalf.



Sommer's Subaru

Supporting future technicians!

Sommer's was happy to donate a transmission to the West Bend West High School automotive team.



Prestige Auto Corporation

Feed My People Food Bank



For every food item donated by a Prestige Auto Corp. customer, they received \$2 off their oil change. All donations received were given to the Feed My People Food Bank.



Miller Motors

United Neighbors

Miller Motors loaned one of their Jeeps to be decorated for the Chamber of Commerce's Burlington Christmas Parade. Instead of elected officials throwing candy at the parade, this year's parade route collected donations from parade watchers if they wished to. The donations went to support the needs of the families impacted from the tragic incident at the annual Waukesha Christmas Parade.



Parsons of Eagle River

Salvation Army Toy Donation

Parsons of Eagle River was a drop-off location to collect new toys for their local Salvation Army.



Jones Chevrolet-Buick Inc.

RC FFA Coat Drive

Jones Chevrolet partnered with the Richland Center FFA in a Coat Drive for community members in need.

Sleepy Hollow Chevy Buick GMC

Toys for Tots Viroqua

Sleepy Hollow provided a drop-off spot for Toys for Tots at their Chevrolet store.



Martin Ford Sales

Community food bank

Martin Ford Sales collected donations for their local food bank.

Timber Ford of Hayward

Hayward Community Food Shelf

Timber Ford hosted a food drive during the holiday season. For every person that brought in a donation they were entered in a drawing to win a \$250 gift card to spend on parts, service, or accessories at Timber Ford. All donations went to the Hayward Community Food Shelf to help neighbors in need.





Johnson Motors of Menomonie, Inc.

The Bridge to Hope

Stuff the Truck was hosted by Johnson Motors of Menomonie to bring in new unwrapped gifts to help support the Bridge to Hope. If a toy was brought in that was valued \$20 or more, you were able to enter in to win a year of free oil changes.

**Lynch GM Superstore
Window Paint!**

Every year Lynch GM Superstore hosts their "Holiday Window Painting Contest." Local kids come into the dealership and paint the windows to decorate for the holiday season.



Rosen Nissan Madison

UW Carbone Breast Cancer Awareness

In efforts to give back to their local community, Rosen Nissan donated \$4,000 to UW Carbone Cancer Center.





Don Johnson Motors Hayward Youth Hockey Association

Don Johnson Hayward Motors donated \$500 to the Hayward Youth Hockey Association during the PeeWee Chiller Challenge hockey tournament at the Hayward Sports Center.

Newman Chevrolet Family Sharing

A check for \$7,350 was donated to the Family Sharing of Ozaukee County after Newman Chevrolet's December Donation Program wrapped up for the month.



Wilde East Towne Honda American Red Cross

After hosting their Wilde Blood Drive, Wilde East Towne Honda helped the American Red Cross collect 39 units of blood from 36 donors. Staff and members of their community joined together to help donate to the current blood shortage. #donateblood #savealife



Prestige Auto Corporation Sojourner House

Employees of Prestige Auto volunteered at Eau Claire Sojourner House and collected over \$1,000 in donations as well as dozens of items. The Sojourner House provides a safe, clean place, for adult men and women who are experiencing homelessness.



Van Horn Ford of Lomira Lomira Athletic Association

Van Horn played a part in the Lomira Area Chamber of Commerce, "Citizen of the Year Award," by making a \$500 donation.



Alphorn Ford Lincoln Green Haven Family Advocates

Alphorn Ford Lincoln donated \$5,400 to the Monroe based Green Haven Family Advocates. The donation will be used towards funding services including therapy, rent and emergency shelter for adults and children that have been affected by abuse.



Bob Clapper Automotive Humane Society of Southern Wisconsin

Each month, Bob Clapper Automotive partners with the Humane Society of Southern Wisconsin for their Pet Spotlight and chooses one lucky dog and pays their adoption fee.



Dorsch Ford Lincoln Kia Sleep in Heavenly Peace Green Bay Chapter

During the month of January, Dorsch partnered with Sleep in Heavenly Peace, a nonprofit that builds and delivers beds for kids in the Green Bay Area who don't have a bed of their own. The Green Bay Chapter started in February of 2021 and has already delivered over 300 beds to children within the community. Through employee donations, they were able to raise over \$1,000 for Sleep in Heavenly Peace.



Zimbrick Chevrolet Meals on Wheels

Since 2015, Zimbrick Chevrolet in Sun Prairie has partnered with Colonial Club Sun Prairie, to deliver hot meals through Meals on Wheels. On the 3rd Tuesday of every month, Zimbrick has up to 6 employees, using Zimbrick vehicles to deliver hot meals to seniors in the community in an effort to assist them to continue to live independently.



Chippewa Valley Mazda 60 Days of Giving

For ten years, Chippewa Valley Mazda has celebrated 60 Days of Giving. This year they announced that they have joined up with Ken Vance Automotive and doubled the celebration.



60 Days of Giving is donating a quality pre-owned vehicle to a Chippewa Valley resident and in addition to they have also decided to revamp a resident's current vehicle. As part of the revamp, the mechanical teams at Chippewa Valley Mazda and Ken Vance Automotive will partner with Ken Vance Auto Body to ensure the winning nominee's car is safer, more reliable and conducive to many more miles of efficient travel. The vehicle revamp package includes up to \$10,000 in retail mechanical and cosmetic repairs.



Driving Wisconsin's Economy

Annual Contribution of Wisconsin's Class 4-8 New-Truck Dealers

Numbers reflect annual economic activity during 2020.



78

TOTAL NEW-TRUCK DEALERSHIPS



DEALERSHIP EMPLOYEES

4,308



\$2.8B

TOTAL SALES



\$247M

PAYROLL



11,085

ANNUAL REGISTRATIONS
(Class 4-8 new trucks)



AMERICAN TRUCK DEALERS

NADA Industry Relations | 8000 Westpark Drive, Suite 500, Sparks, VA 22152 | 800.557.4233 | economic@nada.org
NADA Legislative Affairs | 112 First St. SE | Washington, DC 20003 | 800.563.5108 | legislative@nada.org

Driving Wisconsin's Economy

Annual Contribution of Wisconsin's New-Car Dealers

Numbers reflect annual economic activity during 2020.



468

DEALERSHIPS
(new car)



47,276

TOTAL JOBS
(created by dealerships)
Includes 23,476 direct jobs and
23,800 indirect and induced jobs.



50

EMPLOYEES
(average per
dealership)



\$15.3B
TOTAL SALES
(all dealerships)



\$1.2B
PAYROLL

\$52,481
Average Annual
Earnings

\$270M
State and Federal
Income Taxes Paid

Includes income taxes paid for direct,
indirect and induced jobs.



1.5%

REGISTRATIONS
Wisconsin's Share of Total
U.S. New-Vehicle Registrations

\$764M
STATE SALES
TAX PAID



NATIONAL AUTOMOBILE DEALERS ASSOCIATION

NADA Industry Relations | 8000 Westpark Drive, Suite 500, Sparks, VA 22152 | 800.557.4233 | economic@nada.org
NADA Legislative Affairs | 112 First St. SE | Washington, DC 20003 | 800.563.5108 | legislative@nada.org



WATDA

Wisconsin Automobile & Truck Dealers Association

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