

Member Spotlight

WISCONSIN AUTO AND TRUCK DEALERS ASSOCIATION



Volume Two • 2023



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

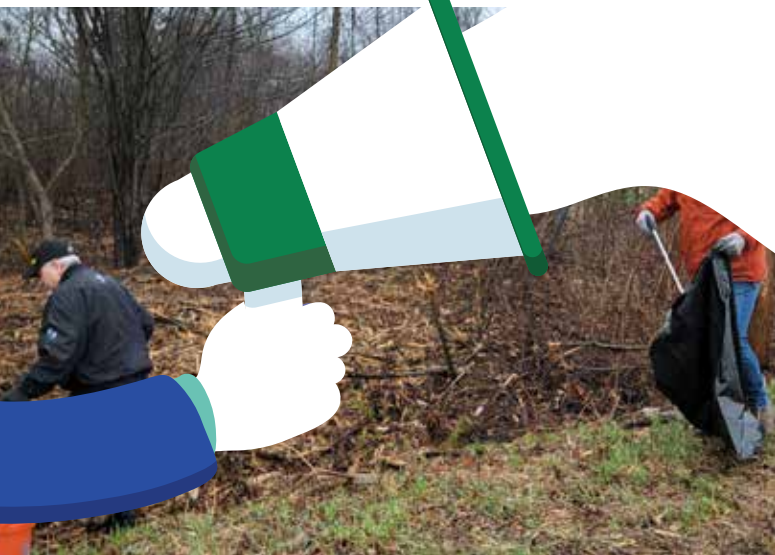


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Holiday Automotive Help for Ukraine

The employees of Holiday Automotive along with the Mike Shannon Automotive Foundation, collectively donated \$10,475 to CRS to aid the people of Ukraine.



Kunes Lake Geneva Chevrolet Buick GMC

New Baseball Equipment

The Kunes team visited the Geneva Lakes Family YMCA and delivered some gear for the baseball season.



Dorsch Ford Lincoln Kia JDRF Wisconsin

This March Dorsch employees raised \$1,064 for JDRF Wisconsin Chapter. JDRF is a leading global organization that funds Type 1 Diabetes research.



Dahl Subaru of La Crosse YMCA Programs

Dahl Subaru of La Crosse donated \$15,688 to support the La Crosse Area Family YMCA.



Bell Ford Columbia County K-9 Unit

Bell Ford donated to the Columbia County Sheriff's Office K-9 program.



Shawano Auto Sales Shawano Woman's Club Spring Fling

The Shawano Woman's Club received a donation from Shawano Auto Sales for their Spring Fling. The Shawano Woman's Club raises funds for scholarships and supports many local non-profit organizations.

Sommer's Subaru Buick GMC

Havenswood State Forest Clean Up

In honor of Earth Day the Sommer's team visited Havenswood State Forest to help clean up the park. Together they collected 190 pounds of trash.



Dorsch Ford Lincoln Kia

Families of Children with Cancer

Brett Mastey and Alex Dorsch (pictured) presented a check to Families of Children with Cancer. Families of Children with Cancer is a local, non-profit organization that supports those whose children are diagnosed with cancer. Dorsch was able to donate over \$4,000.



Lakeside International Trucks

Susan G. Komen Foundation

Lakeside International Trucks contributed to the total donation of \$7,212 to the Susan G. Komen Foundation.



Van Horn of Lomira

Pay It Forward!

Van Horn presented Hometown Bank a 'Pay It Forward' check at the Envision Greater Fond du Lac Annual Meeting. Their receiving organization of choice was Boys & Girls Club of Fond du Lac.



Mid-State Truck Service

Bowl for Kids' Sake

The Mid-State team participated in the Bowl for Kids' Sake event in support of Big Brothers Big Sisters of Northcentral Wisconsin.

Holiday Automotive

Chevy Youth Baseball Test Drive Fundraiser

The Fondy Youth Baseball team was presented a check for \$1,500. The money was raised by Holiday Automotive's Chevy Youth Baseball Test Drive fundraiser.



Jones Chevrolet Buick, Inc. Spring Food Drive

Jones Chevrolet held a spring food drive benefiting the Richland Community Food Pantry.

Bergstrom Automotive

Boys & Girls Club of Oshkosh

Bergstrom Subaru of Oshkosh held the Subaru Share the Love event. With the help of their team and guests, they were able to donate \$9,345 to the Boys & Girls Club of Oshkosh.



Parsons of Antigo

Red Robins Golf Team

During the month of April \$383 was raised for the Antigo Red Robins Golf Team.



Gandrud Chevrolet

Miracle League of Green Bay

A donation of \$500 was given to the Miracle League of Green Bay.

Bull Falls Harley Davidson

Blessing of the Bikes

Over 200 motorcyclists from across the state met at Bull Falls Harley Davidson to attend the Spring Blessing of the Bikes event to help raise money for disabled veterans.



Alphorn Ford Lincoln

Love Our Community

As part of their Love Our Community Campaign 2022 Alphorn Ford was able to donate \$2,280 to the Green County EMS.



Shawano Auto Sales

Shawano Area Waterways Management's Annual Golf Outing

Shawano Auto donated to Shawano Area Waterways Management's annual golf outing. SAWM is a volunteer, non-profit organization that works to preserve and protect the Shawano waterways.



Zimbrick Fish Hatchery Road Adopt-A-Highway

Employees of Zimbrick volunteered to help clean up the Adopt-A-Highway segment along the beltline.



Bergstrom Automotive Share the Love!

Bergstrom Subaru teamed up with the Oshkosh Area Humane Society to help generate \$15,800 during the annual Share the Love campaign.



Timber Ford of Hayward Sawyer County K-9 Unit

Timber Ford of Hayward's team donated \$3,150 to Sawyer County K-9 Unit.



Len Dudas Motors Supports Almond-Bancroft Baseball Program

In the 6th year of partnering with the Chevy Youth Baseball Program, Len Dudas Motors was able to donate \$1,000 to the Almond-Bancroft Baseball Program.



**Broadway Chevrolet Buick
GMC Cadillac**
Pink Heals!

\$2,000 was donated by Broadway Automotive in support of the Pink Heals of Manitowoc. The Pink Heals Movement is not just about the fight against breast cancer, it's the fight against all cancers that women, men, and children battle against.



Dahl Automotive
Chariots4Hope

Chariots4Hope is a Christian faith-based non-profit that helps provide transportation for those who need it. Dahl Automotive and volunteers helped secure a 2013 Chevy Malibu for a local woman in need.



Sheboygan Chrysler Center
Van for YMCA Camp

YMCA Camp Y-Koda picked up a van that Sheboygan Chrysler donated for their Day Camp for Kids program.



Zimbrick Fish Hatchery Road 56 Units of Blood!

The Zimbrick Fish Hatchery location held a blood drive where 48 of their employees and friends were able to donate 56 units of blood.



Kunes Auto Group Geneva Lakes Family YMCA

Geneva Lakes Family YMCA received a \$500 donation from Kunes Auto Group of Lake Geneva and their participation in the Chevy Youth & Softball programs.



Wisconsin Kenworth Grand Opening Food Drive

During their grand opening of their Fond du Lac location, WI Kenworth welcomed donations for their local food pantry.

Van Horn Automotive Big Brothers Big Sisters

After hosting their annual Memorial Day Test Drive event, Van Horn was able to raise \$4,840 for Big Brothers Big Sisters.



Wilde East Towne Honda Sun Prairie Dream Park Clean Up

Volunteers from Wilde East Towne Honda participated in “beautify” the Sun Prairie Dream Park. They laid mulch, weeded around the trees, picked up trash, cleaned the bathrooms, and more!



Bergstrom Automotive Vince Lombardi Cancer Clinic

In partnership with Subaru and the Loves to Care program, Bergstrom of Subaru Oshkosh delivered over 100 blankets to the Vince Lombardi Cancer Clinic.



Sommer's Subaru Buick GMC All-In Milwaukee

All-In Milwaukee received a contribution from Sommer's Subaru and Subaru of America, Inc. All-In Milwaukee is a coalition of education partners helping limited-income, high-potential students graduate college. The donation will fund the advising, program, and career development support of their 320 scholars.

A promotional graphic for Sommer's Subaru Buick GMC. On the left, the text reads: **sommer's** Where customers send their friends. Below this are the logos for SUBARU, BUICK, and GMC. The main message says: *Thank You Sommer's Subaru for Your Charitable Contribution of \$37,511 to All-In Milwaukee!* At the bottom left is the All-In Milwaukee logo. On the right, a group of five people (three men and two women) are standing together, holding a large ceremonial check. The check is from Sommer's Subaru Buick GMC to All-In Milwaukee for \$37,511. The check also mentions 'Subaru of America, Inc.' and 'Sommer's Subaru'. Surrounding the group are several circular inset photos of diverse individuals, likely students or staff of All-In Milwaukee.

Kocourek Subaru

Blankets for Aspirus Cancer Care

Partnered with Subaru and The Leukemia & Lymphoma Society, the Kocourek team dropped off blankets to the Aspirus Cancer Care of Wausau.



Kocourek Honda of Stevens Point Gifts for Boys & Girls Club

Kocourek employees stopped by the Boys & Girls Club of Portage County to drop off some gifts for the kids.

Kocourek Subaru

Subaru Loves Learning Month!

For the Subaru Loves Learning month, Kocourek Subaru “adopted” classrooms at Grant Elementary School. They provided teachers with flexible funding to purchase the school supplies and resources they need to help their students thrive in the classroom.

Kocourek Subaru joins Subaru of America and other retailers by partnering with AdoptAClassroom.org to help make a difference in the lives of 300,000 students in high need schools across the country, including students at Grant Elementary School in Wausau.



Kocourek Subaru

Delivering School Supplies

Employees of Kocourek visited the Grant Elementary School to deliver school supplies to the kids and additional funds to their adopted classrooms.



Kocourek Automotive

Adopt-A-Family

The Kocourek team adopted families through the The Salvation Army Wausau Adopt-A-Family event during this holiday season. They also paid a visit to the Boys & Girls Club of the Wausau Area.





Alphorn Ford Lincoln Big Brothers Big Sisters

A donation in the amount of \$1,920 was given to the local chapter of Big Brothers Big Sisters.

Don Larson Chevrolet Buick GMC 32 Units of Blood!

The Red Cross was able to collect 32 units of blood because of Don Larson CBG's blood drive.



Markquart Motors

American Flag Mural

The winner of the 2nd Annual American Flag Mural Competition of Markquart Motors was unveiled in July. The artist received a \$5,000 scholarship, and the mural is hung in Markquart's service lanes for the next year. It will then be auctioned off with the proceeds going to The Chippewa Valley Veterans Tribute Foundation.



East Madison Toyota

Annual Blood Drive

East Madison Toyota hosted their 24th annual blood drive.



Holiday Automotive

Sleep In Heavenly Peace FDL

Sleep In Heavenly Peace Fond du Lac was gifted a \$545 donation. Holiday matched the tips that were made at the Fond du Lac County Fair by their volunteers.

Wilde East Towne Honda

Henry Vilas Zoo

Henry Vilas Zoo had some volunteers from Wilde East Towne Honda employees to help weed their koi pond.



Badger Truck and Auto Group

The Veterans Afield Foundation

One of Badger's employees supported local veterans by volunteering his land to The Veterans Afield Foundation. They spent the weekend turkey hunting with wounded veterans on his 400 acres of land. The veterans served in Vietnam and Desert Storm.





Alphorn Ford Lincoln Aging and Disability Center

\$2,430 was donated to the Aging and Disability Center of Green County.



Dorsch Ford Lincoln Kia Jean Days for Unity Hospice

Dorsch employee's raised money from their Jean Days and were able to donate \$700 toward the Unity Hospice. Unity is a nonprofit provider of comprehensive end-of-life care including hospice care, palliative care, and grief support across 13 counties throughout Northeast Wisconsin.



Markquart Motors Van for Boys & Girls Club

Markquart Motors donated a van to the Boys & Girls Club of the Greater Chippewa Valley so they would have additional transportation for their children and staff.



Clason Buick-GMC

Adopt-A-Highway

The Clason team participated in the Adopt-A-Highway along Hwy 35.



Wilde East Towne Honda 22 Units of Blood!

The Wilde Blood Drive helped the American Red Cross collect 22 units of blood through their staff and members of the community.



Prestige Auto

Veterans Charities

A \$12,700 donation was made by Prestige Auto to several local charities supporting veterans. The car dealership held an event that handed out checks to multiple organizations. During the month of July, \$100 from each vehicle sold went towards the donations. This is the 9th year Prestige Auto has organized the fundraiser. During the last nine years, Prestige Auto has donated more than \$133,000 in support of local veterans.



Van Horn Automotive

Stuff the Trunk School Supply Drive

The customers and employees of Van Horn participated in the Stuff the Trunk School Supply Drive. All donated supplies went to the local Big Brothers Big Sisters program. Eighteen of their locations were able to collect over 3,500 items to help students in each of their dealership's communities.



Bell Ford

Poynette PD Bike Rodeo

Poynette Police Department received four bikes donated by Bell Ford for their Bike Rodeo event.



Courtesy Ford

Community Drive

Courtesy Ford held their first Back to School Community Drive and had a great turn out. All donations went to the students of Thorp, Stanley, Owen, and Gilman schools.





Johnson Motors of Menomonie, Inc. School Supplies!

Johnson Motors donated backpacks and supplies to their local school.



Dorsch Ford Lincoln Kia Disabled American Veterans

During the month of July, Dorsch raised money for Disabled American Veterans. DAV is a nonprofit organization that offers lifetime support for all veterans.

They have helped over 163,000 veterans attend their medical appointments and over 151,000 claim their benefits. Through Dorsch Jeans Days the employees raised \$894 for the organization.

Alphorn Ford Lincoln Green Haven Family Advocates

Customers and employees of Alphorn helped raise \$2,250 to donate to the Green Haven Family Advocates.



Kunes Chevrolet Cadillac of Delavan Boys & Girls Club

The Boys & Girls Club of Walworth County received a school supply donation from Kunes.



Manheim Milwaukee Women & Children's Horizons, Inc.

The Women and Children's Horizons, Inc received school supplies donated by Manheim Milwaukee.

Ewald Chevrolet Buick Military Veterans

The Ewald family and employees donated to Sierra Delta. The mission of Sierra Delta is to empower American Military Veterans by developing a powerful bond with their dog & their community.





Parsons of Antigo Community Food Pantry

The Antigo Community Food Pantry/WEB Program received a \$529 donation that was raised through Parsons of Antigo's "one dollar of every oil change" program.

Van Horn Automotive Van Horn Gives Golf Outing

Their first annual Van Horn Gives golf outing raised \$4,211 that was donated to the Lighthouse For Hope organization. Lighthouse For Hope is a nonprofit that aids families fighting pediatric cancer.



Bergstrom Automotive John Bergstrom Honored

John Bergstrom was honored by Associated Bank and chose to invest that opportunity into the Boys & Girls Club of Fox Valley.



Morrie's Onalaska Chevrolet

Backpacks & School Supplies

Eagle Bluff Elementary received 50 backpacks and \$500 for school supplies from Morrie's.



CMG Hudson Ford

Trunk or Treat

The local kids came out for CMG Hudson Ford's Trunk or Treat.



Quinn Motors of Ellsworth Chevrolet Buick GMC

First Responders

Quinn Motors donated to the
First Responders of Ellsworth.

Dahl Automotive

New Leash on Life

Dahl Subaru of La Crosse partnered with New Leash on Life, a foster-based dog rescue located in the La Crosse, WI area. They are committed to rescuing dogs of all ages, sizes, and breeds by working with local shelters, taking local owner surrenders, as well as rescuing dogs from high-kill shelters in other states. Dahl held an adoption event that ended with 30 dogs finding their new forever homes.



**Rudig Jensen Ford Chrysler
Dodge Jeep Ram**

K-9's of Juneau County

Rudig Jensen donated \$5,500 to the K-9's of Juneau County Fund which directly benefits their local law enforcement K-9 programs.



**Ewald Kia of Oconomowoc
Mobile Pet Adoption**

Ewald sponsored a mobile pet adoption for the Humane Animal Welfare Society - HAWS of Waukesha where they had a successful adoption of Apollo!



**Alphorn Ford Lincoln
Green County
Humane Society**

The Green County Humane Society received a donation from a portion of Alphorn FL sales during the month of August.

Morrie's Onalaska Chevrolet Truck Giveaway Raffle

Morrie's held a Truck Giveaway raffle that helped raise over \$78,000 for local schools in Wisconsin.



Holiday Automotive United Way FDL

Team Holiday presented a check to United Way Fond du Lac in the amount of \$64,446.56.

Holiday Automotive was chosen as the pacesetter for the 2022 United Way annual campaign. With a goal to raise of \$50,000 in honor of Mike Shannon's 50th year at Holiday, their employees came together as a team to surpass it.

Markquart Motors

Gives Back to Chippewa Valley

Markquart Gives Back again in 2022. Their dealerships awarded \$5,000 to ten Chippewa Valley organizations. The community had the chance to vote for which groups they wanted to see the money go to. Winners are: L.E. Phillips Senior Center, Eau Claire County Humane Association, Bob's House for Dogs, Chippewa Humane Association, Dunn County Humane Society, Hope Gospel Mission, Stepping Stones of Dunn County, Chippewa Valley Wildlife Rehabilitation, Hope Village - Tiny House Alternatives, and Scenic Hills Youth Ranch.



Sheboygan Chrysler Center Sheboygan Falls K-9 Unit

The K-9 unit of the Sheboygan Falls Police Department collected a donation from Sheboygan Chrysler employees from their Jeans Days fundraiser.



Van Horn Automotive Habitat for Humanity

The Van Horn Marketing Department spent a day helping Habitat for Humanity Lakeside with a home being built on the south side of Sheboygan. Duties included: yard clean up, burying electrical cables, and construction of a deck on the back side of the house.





Petersen Chrysler Dodge Jeep Ram Battle of the Badges

Mark & Todd Petersen of Petersen Chrysler Dodge Jeep Ram sponsored the Battle of the Badges softball game between fire and law enforcement. Petersen donated a check for \$5,000 to the winner, Waupaca Fire Department.

Ewald Automotive Group New Sports Pavilion

The Ewald family donated \$300,000 to Lake Country Lutheran High School for a new sports pavilion.



Prestige Auto

Grad's Good Choice Car Giveaway

Prestige Auto's 12th annual Grad's Good Choice Car Giveaway took place in June of 2022. Seniors from surrounding area schools who attended their school's 2022 senior lock-in party were eligible to win. Finalists for the Grand Prize Party at Prestige were randomly selected from all senior lock-in participants at each school. There was a total of 100 finalists from all schools. The Grand Prize is the winner's choice of one of two options: ownership of a pre-owned vehicle OR a one-year lease of a new vehicle. The inspiration behind this event is to encourage students to make a safe, "good choice" post-graduation by attending their school's lock-in, as opposed to the alternative, and to offer a celebration for their graduation.



Miller Motor Sales, Inc.

Flight for Life

Flight for Life helicopter medical service added another tool to its critical care fleet when officials unveiled a donation from Miller Motor Sales at the Burlington Municipal Airport. Miller Motor Sales of Burlington contributed a 2018 Ford Explorer SUV to Flight for Life to serve as the critical care response vehicle.



Markquart Motors

Operation Warm

The Eau Claire Fire Department was given a \$5,000 donation from Markquart for their Operation Warm that helps ensure the children of Chippewa Valley have adequate winter clothing.



Open Road Harley Davidson

Helping Homeless Vets

Open Road Harley hosted a Hygiene Drive for Homeless Veterans event. All donations were packaged and delivered to local groups that support local homeless veterans.

Griffin Ford

Locks of Love

Griffin Automotive Group held a Locks of Love event. They collected \$390 for charity.



Mid-State Truck Service, Inc.

Toys for Area Youth

For the 14th year, Mid-State Truck Service, along with the generous support from their transportation partners, collected over \$65,000 in monetary donations which were used to purchase new toys for area youth.



River States Truck and Trailer

Toys for Tots!

River States Truck and Trailer's annual Toys for Tots drive generated \$8,542 in toy and monetary donations to local Toys for Tots programs.



Kriete Truck Centers

Toys for Tots Drop-Off Locations

Kriete Truck Centers Sheboygan and Stevens Point, teamed up with the Marine Toys for Tots Foundation as a drop-off location for donated toys.





Swant Graber Toys for Tots!

A Toys for Tots box was overflowing with donations at Swant Graber.

Johnson Motor Sales Toys for Tots!

Johnson Motors hosted Toys for Tots.



Lynch GM Superstore Love Inc. Adopt-A-Family

The Lynch GM Superstore teamed up with Lynch Truck Center to sponsor four families for the Love Inc.'s Adopt-A-Family program this year.





Dorsch Ford Lincoln Kia Toys for Tots!

Dorsch FLK hosted Toys for Tots and received a generous donation from their local baseball team.

Miller Motor Sales Love Inc.!

Miller Motors hosted their annual Toys for Kids drive. All toys received are donated to Love Inc.



Sleepy Hollow Chevrolet Buick GMC Toys for Tots!

Sleepy Hollow Chevy participated in Toys for Tots.



Stuff-A-Truck

Help NATH - Frederick Place
Help the Homeless for the
Holidays!!!

WHO - Everyone is welcome
WHAT - Stuff - A - Truck
WHEN - Thursday, Dec. 1st * 12pm - 6pm
WHERE - Frederick Place * 204 W Frederick St
WHY - To support Frederick Place with
everyday essentials & household products.

Giving Tuesday Event
All monetary donations
will be matched by
CoVantage Cares
Foundation

Sidewalk Salt	kleenex
Paper Towel	Envelopes #10
Toilet Paper	Self-sealing
Postage Stamps	Air Freshener
Cab Punch Cards	Coffee
Napkins	Coffee Creamer

Gift Certificates & monetary donations accepted



Rhinelanders GM

Stuff-A-Truck

Hosted a Stuff-A-Truck Event that helped support Frederick Place with everyday essentials and household products.

Marthaler Honda Toyota of Ashland

Toys for Tots!

Marthaler Honda Toyota of Ashland accepted donations for Toys for Tots.



Fillback Ford Prairie Du Chien Operation Santa

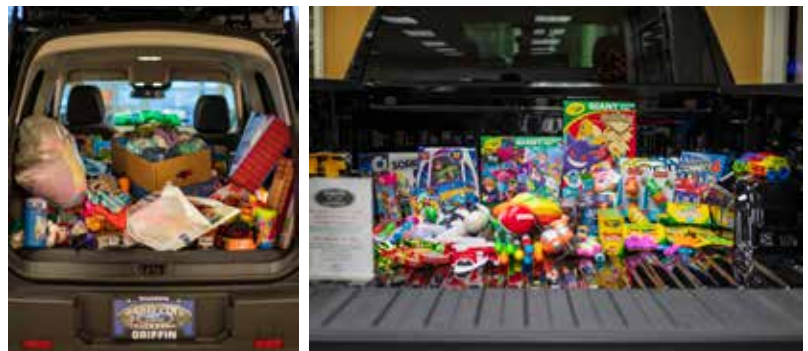
Operation Santa was a drop off location hosted by Fillback that collected donations for the families in Crawford County.



Griffin Fort Atkinson

Toy Donation Collection

Griffin Auto group came together for the Waukesha Clearing Christmas Council by collecting toy donations.



Prestige Auto

Art & Community Contest

The 2nd annual Prestige of Art & Community contest began October of 2022 and wrapped up in January of 2023. Artists of all ages and skill levels were invited to participate by creating a piece of art inspired by a local charity or nonprofit organization. The community then voted on their favorite artwork among almost 30 submissions. The 2022 winner represented Osseo-Fairchild Band Program. Prestige Auto matched donations up to \$5,000 and \$7,500 was raised through donations from the community.



Heritage Chevrolet Food Drive for Local Pantries

Every year Heritage Chevrolet sponsors a food drive for the benefit of the Tomahawk Emergency Food Pantry and the Town of Nokomis Food Pantry. This year was the 25th anniversary of the event and with the community's help, \$10,527 was raised for the benefit of these two food pantries.



Hallada Motors Cops & Bobbers

Hallada helps support the Iowa County Cops & Bobbers event that is held at Gov. Dodge. The program allows kids to interact with local law enforcement in a very positive light.





Kriete Truck Centers Biking for Diabetes

Kriete Truck Centers President & CEO, David Kriete, rode in the Death Valley 100-mile bike ride to benefit Juvenile Diabetes Research Foundation (JDRF). David Barletta, EVP & Director of Mack Truck Sales, spearheaded the campaign, which raised more than \$23,000 to support the Foundation's cause to end T1D! The amount raised by family members, friends, colleagues, customers, and business partners totaled the 4th most in the entire nation.

River States Truck and Trailer Onalaska Athletic Boosters

River States Truck and Trailer donated \$2,250 to the Onalaska Athletic Booster Club which promotes, celebrates, and supports the Onalaska School District interscholastic athletics and athletic program.



Holiday Ford #GivingTuesday

For #GivingTuesday, the Holiday team supported the Fond du Lac Humane Society with donations of money and needed supplies.

Mark Toyota

15th Annual Portage County Safety Fair

For the 15th year Mark Toyota has hosted the Portage County Safety Fair. This is a free family fun event for the community held in honor of national EMS week. Tons of activities featuring child safety exercises, motorcycle safety simulators, hands-only CPR & AED Training, photo ID and fingerprinting, vehicle extraction demos, and more. The Olynyk Family (Mark Toyota) have provided EMS Vehicles and K9 units. During this event they also help raise donations for the Boys & Girls Club.





Kriete Truck Centers “Over the Edge!”

The Kriete team joined the MACC Fund in kicking off Childhood Cancer Awareness Month by going “Over the Edge”! They rappelled down the 147-ft tall, 10-story Wintrust Commercial Bank building in downtown Milwaukee – all to raise money for childhood cancer and blood disorders research. The MACC Fund’s mission is to find a CURE for childhood cancer and blood disorders by providing funding for research.

River States Truck and Trailer Walk to End ALZ

Over 250 people gathered in La Crosse’s Riverside Park to participate in the Walk to End Alzheimer’s. This event was the largest fundraiser for the year for the Alzheimer’s Association, who helps support and provide resources for individuals and families impacted by this disease. River States donated \$25,000 to their 2022 fundraising efforts.



Lynch GM Superstore Annual Coat Drive

Lynch hosted their Annual Coat Drive, collecting coats, hats, gloves, scarves, and other warm items to benefit Love Inc. These donations directly benefit people in need in their local community.

Alphorn Ford Lincoln Big Brothers Big Sisters

In November a portion of all Alphorn sales went to the Big Brother Big Sister of Green County organization.



Gross Motors

Fills Local Food Banks

For the 13th year Gross Motors has teamed up to fill local food banks in their communities. Since 2010, The Gross Auto Group has donated over \$67,500 to their local pantries.



Jim Olson Motors of Door County United Way

Jim Olson employees helped raise over \$5,000 dollars for the United Way of Door County's annual Campaign.

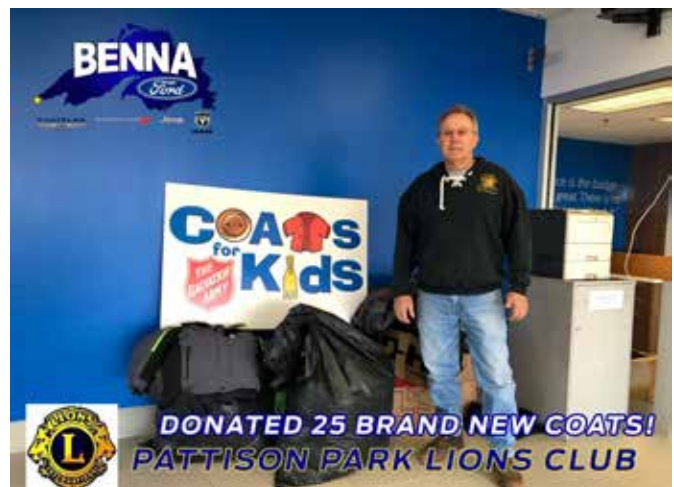
River States Truck and Trailer Quincy House

River States donated \$5,000 to Quincy House during their Give-To-The-Max campaign. Through this donation and others, the campaign helped raise nearly \$65,000, crushing their goal of \$50,000. The Quincy House was started in 2015 and helps provide hope, guidance, and unconditional love to at-risk teens dealing with tough issues, such as depression, suicidal tendencies, substance abuse, truancy, self-injury, and homelessness.



Benna Ford Roush Annual Coat Drive

Benna Ford helped host the 21st Annual Northland Coats for Kids Drive.





Jorns Chevrolet of Kewaunee Inc Kewaunee Co. Sluggers

The President of the Kewaunee County sluggers accepts a \$1,000 donation from Jorns Chevrolet.



The Motor Company Toys for Sick Kids

The Motor Company partnered with the Triple C Riders as a toy collection site for locally hospitalized children.



Tim Witt Chevrolet Candy Cane Hunt

The Village of Crivitz accepts Tim Witt's donation for the Police Departments Candy Cane Hunt. All proceeds from the event go towards purchasing a K-9 and other police equipment.

Johnson Motors of St. Croix Falls

Gifts for Community Home Residents

The staff of Johnson Motors spent the day handing out gifts to the residents of Christian Community Homes.



Wheel Way Auto Supercenter Historical Society

Wheel Way donated to the Price County Historical Society.



River States Truck and Trailer United Way

River States and its employees raised over \$10,000 during their annual fundraising drive for the Great Rivers United Way.

Mark Toyota

Artist of the Month

This grant/donation match is for the Boys & Girls Club of Portage County 2023 Artist of the Month Program. The match will be used to achieve their goal of recognizing young artists across Portage County. There's one winner chosen from all the Club Sites and will have their work displayed in the customer lounge at Mark Toyota.



Gross Motors

Fighting Childhood Cancer

Players from the Neillsville High School Football team helped Gross Motors raise \$1,880 in donations to help fight childhood cancer.

Burtness Chevrolet

Car Show for Food Pantry

The Burtness annual car show helped collect donations for their local food pantry.



Tim Witt Chevrolet

Cancer Walk

Tim Witt donated to the Roadhouse 139 Cancer Walk.

Kocourek Ford

Make a Difference Day

The Kocourek team members took part in Make a Difference Day (organized by the United Way of Marathon County) and spent the morning raking leaves of those within their community who are unable to.



Morrison's Auto Inc.

Stuff the Bus

Morrison's team members participated in Stuff the Bus for school supplies that would be donated to the Edgerton Community Outreach.



Johnson Motors of St. Croix

Food Drive

Johnson Motors of St. Croix hosted a food drive for their local pantry.

Bob Clapper Automotive

Pet Spotlight

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



Northwoods Harley Davidson Ride for Peanuts Benefit

Northwoods HD helped host the 16th Annual Ride for Peanuts Benefit. All the money raised from this event goes to Camp American Legion that helps local veterans.



Medford Motors Inc

Community Organizations

Medford Motors donated \$3,330 to 23 of their local organizations.



Eau Claire Auto Group

Riding for a Reason Rally

Eau Claire Auto Group's Riding for a Reason Rally raised \$33,000 which was donated to the Marshfield Clinic to support their Mobile Mammography Units.





Wheelers Chevrolet of Coloma

Brat Fry for K9 Units

Wheelers Chevrolet and Buick of Coloma hosted a brat fry to benefit the Waushara County Sheriff's Department K9 Units.



Holz Motors 50/50 Raffle

\$531 from Holz Motors 50/50 raffle went to the Whitnall Park Rotary Club.



Newman Chevrolet Youth Baseball

Cedarburg Youth Baseball program was gifted a \$1,000 donation from Newman Chevrolet.





**Wisconsin Automobile & Truck
Dealers Association**

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Driving Wisconsin's Economy

Annual Contribution of Wisconsin's New-Car Dealers



Numbers reflect annual economic activity during 2021.



465
DEALERSHIPS
(new car)



46,604
TOTAL JOBS
(created by dealerships)
Includes 23,142 direct jobs and
23,462 indirect and induced jobs.



50
EMPLOYEES
(average per
dealership)



\$17.6B
TOTAL SALES

(all dealerships)



\$1.4B
PAYROLL
\$60,710 | **\$344M**
Average Annual | State and Federal
Earnings | Income Taxes Paid



1.5%
REGISTRATIONS
Wisconsin's Share of Total U.S.
New-Vehicle Registrations

\$901M
**STATE SALES
TAX PAID**

Source: Center for Automotive Research,
NADA Industry Analysis, IHS Markit,
TaxFoundation.org, U.S. Bureau of Labor
Statistics, U.S. Census Bureau



NATIONAL AUTOMOBILE DEALERS ASSOCIATION
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