



Member Spotlight

WISCONSIN AUTO AND TRUCK DEALERS ASSOCIATION

Volume Three • 2024

A message from WATDA President



The Wisconsin Automobile and Truck Dealers Association is an organization of over 500 franchised new vehicle dealers and over 200 independent, motorcycle and recreational vehicle dealers throughout the state of Wisconsin. Our members are present and providing services throughout the state from the largest cities to the smallest communities. They not only sell and service the vehicles that are vital to everyday life, but they also provide good, head of household jobs and numerous charitable activities and services for their respective communities.

Having so many dealers is great for consumers, who benefit from competition for sales, service, and parts. That's not the only area where interests align. Dealers are the strongest ally for consumers when they must deal with recalls and warranty work. The state also prospers from payroll tax, property tax, and sales tax generated by our members products and services. On top of all of that, local communities really prosper through the charitable activities that are provided enthusiastically and voluntarily by dealerships employees.

This publication has been created to share the impact that dealerships across Wisconsin have on their local communities through philanthropic activities. Please look through this publication and see people you know making a difference. These are the positive things happening around your state. These are your dealerships, their people, and their energy being used to positively impact your communities.

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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**Rudig Jensen Ford Chrysler
Dodge Jeep Ram**
**Carl W. Nelson
Animal Shelter**

Rudig Jensen Ford Chrysler Dodge
Jeep Ram donated \$350 to the
Carl W. Nelson Animal Shelter.



Bell Ford
Poynette PD K-9's

Bell Ford donated to the K-9 fundraiser held by the
Poynette Police Department.

Subaru of Janesville
**Humane Society of
Southern WI**

Subaru of America and Subaru of
Janesville donated over \$20,000 to the
Humane Society of Southern Wisconsin
during their Share the Love event.



Mark Toyota

Humane Society of Portage County

Mark Toyota of Plover, along with Toyota's Grant Match, donated \$2,000 to the Humane Society of Portage County. Mark Toyota's donation of \$1,000 was matched dollar for dollar by Toyota.



Summit Automotive Chrysler Dodge Jeep Ram

Pet of the Month

Summit Automotive Chrysler Dodge Jeep Ram covered the adoption fees for their Pet of the Month, Yodel, who was happily adopted from the Fond du Lac Humane Society after his long stay.

Markquart Chrysler Dodge Jeep Ram Ford

Pet Microchip Clinic

Markquart Chrysler Dodge Jeep Ram Ford of Menomonie hosted the Dunn County Humane Society's Microchip Clinic. This event offered a dramatically reduced rate for people to get their animals microchipped.



Kolosso

Appleton Police Dept. K-9's

Kolosso received a thank you from the K9's for a Safer Community-Appleton Police Department for their continued support of the APD K-9 unit. The Kolosso's have made monetary donations to the unit as well as allowing them to conduct training on the Kolosso properties.



Bell Ford

Columbia Co. Sheriff K-9's

Bell Ford donated \$1,000 to the Columbia County Sheriff's Office K-9 Program.

Kayser Chevrolet

Buick GMC

Pet of the Month

Each month Kayser Chevrolet Buick GMC chooses one lucky dog and pays their adoption fee at the Humane Society of Southern Wisconsin.



Bergstrom Automotive

Neenah Animal Shelter Groundbreaking

Community leaders and the Bergstrom Team broke ground on the new \$2 million Neenah Animal Shelter. Bergstrom donated necessary funding and 3.5 acres of land for the project.



Don Miller Subaru East

Brown Paws Rescue Adoption Event

Don Miller Subaru East hosted a pet adoption event with Brown Paws Rescue. Through #SubaruLovesPets, every pet adopted was a \$100 donation.



Holiday Automotive Pet of the Week

Holiday Automotive features a Pet of the Week for the Fond du Lac Humane Society.



Meet Jack

Jack is a 7 1/2 year old mixed breed with piercing blue eyes and a fun personality to match! He is a very intelligent fella, who enjoys a good hike or a nice snooze next to you on the couch! Jack would benefit from a home which can offer him both physical and mental exercise, additionally we think he would prefer to be the only pup in the home. We believe he is housebroken and has done well in a home with a 10-year-old child. Jack has a lot of love to give and he's just waiting for his forever home to find him!

REMEMBER
We have a Mobile Pet
Adoption THIS
SATURDAY from 10am-
12pm



Ewald Kia of Oconomowoc

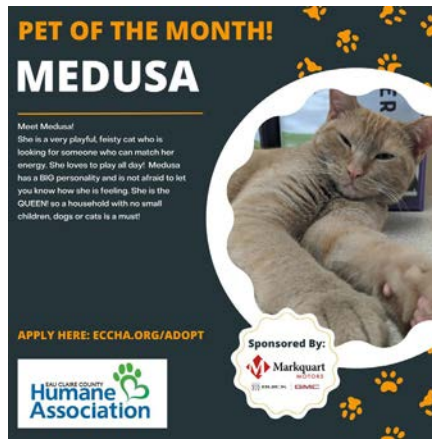
Mobile Pet Adoption Event

Ewald KIA of Oconomowoc hosted a mobile pet adoption event for the Humane Animal Welfare Society (HAWS) of Waukesha.

Markquart Motors

Humane Society Partnerships

Markquart Motors partners with the Chippewa Humane Association and Eau Claire County Humane Association where they feature a Pet of the Month and cover the adoption fee of a furry friend awaiting their forever home.



Rudig Jensen Ford Chrysler Dodge Jeep Ram

Juneau Co. K-9's

Rudig Jensen Ford Chrysler Dodge Jeep Ram donated to the K-9s of Juneau County which directly benefits their local law enforcement K-9 programs.

Rock County Honda

Sponsor Pet Adoption

Rock County Honda sponsored Loki who was up for adoption at the Humane Society of Southern Wisconsin.



Napleton Chevrolet Buick GMC

Dodge Co. Sheriff K-9's

Napleton Chevrolet Buick GMC donated to the Dodge County Sheriff K-9 Dept.

Don Johnson's Hayward Motors Sawyer County K-9 Foundation

Don Johnson's Hayward Motors in partnership with Chevrolet, donated \$500 to the Sawyer County K-9 Foundation.



Van Horn Automotive Dogs2DogTags Veteran Companions

Through Van Horn's Pay-It-Forward Charity \$1,000 was donated to Dogs2DogTags per the request from Masters Gallery Foods, Inc. Dogs2DogTags is a non-profit dedicated to providing military veterans a loving canine companion.



Sommer's Subaru Big Brothers Big Sisters of Ozaukee Co.

The Subaru Share the Love Event at Sommer's Subaru was a tremendous success. They were able to raise over \$25,000 for Big Brothers Big Sisters of Ozaukee County.

LeadCar Toyota of Wausau

The Women's Community, Inc. Wishlist

The Team of LeadCar Toyota of Wausau grouped together and dropped off items that were on the Wishlist Wednesday for The Women's Community, Inc.



Wilde Subaru

Socks for Salvation Army of Milwaukee

The Wilde Subaru Family delivered socks to The Salvation Army of Milwaukee as part of the Subaru Loves to Help™ initiative.

Bergstrom Automotive

#DriveForDreams

The Bergstrom Team partnered with Make-A-Wish Wisconsin for their annual #DriveForDreams campaign. Through generated donations from car sales, oil changes, test drives, and other fundraising efforts from those within the community, \$302,275 was raised to help local kids and their families.



Kocourek Automotive United Way of Marathon Co.

Kocourek Kids Foundation and Clothing Across America teamed up to donate a whole truck load of new children's clothing to Rebecca's Closet at United Way of Marathon County.



Prestige Auto Corporation Veterans Appreciation Party

Prestige Auto Corporation presented \$11,700 in donations to their local veterans at their Veterans Appreciation party.



Janesville Subaru Socks for YWCA & House of Mercy

Janesville Subaru team members went to both the YWCA and the House of Mercy shelter in Janesville and surprised them with socks.



Shawano Auto Sales

Shawano Women’s Club

Shawano Auto Sales presented a check to the Shawano Women’s Club. The club helps raise money for local nonprofits.

Dorsch Ford Lincoln Kia

Golden House

The Dorsch Ford Lincoln Kia team supported Golden House, an organization dedicated to helping domestic abuse and violence victims, by donating \$1,404 toward their cause.



Russ Darrow Group

Kettle Moraine YMCA

The Russ Darrow Group donated to the Kettle Moraine YMCA that will help send kids to summer camp.



Medford Motors

Drive for Your Community

All the funds from Medford Motors Inc.'s Drive for Your Community Event was donated to 27 different local organizations with a total of \$3,570.



Ruda Chevrolet Toyota Celebrate 25th Anniversary

Ruda Chevrolet Toyota celebrated their 25th anniversary by donating to four of their local charities.



Keyes Chevrolet Boys & Girls Club of Menomonie

Keyes Chevrolet annually hosts a Corvette Car Show and a fundraiser for the Boys & Girls Club of Menomonie. With the community's contribution \$4,160 was raised and Keyes matched the amount bringing it to a total of \$8,320 donated to the club.



Parson's of Antigo Senior Center of Langlade County

Parsons of Antigo donated \$544 to the Senior Center of Langlade County.



Sommer's Subaru Buick GMC Ozaukee Family Services

Sommer's Subaru Buick GMC donated essential items to Ozaukee Family Services.

Hartnell Chevrolet Trevor Sharing Center Donation

Hartnell Chevrolet donated to the Sharing Center in Trevor.



Riverside Auto Sales of Marinette and Menominee Dagenais Foundation

Riverside Auto Sales of Marinette and Menominee donated to the Dagenais Foundation.

Wilde East Towne Honda Sun Prairie Dream Park

Wilde East Towne Honda donated \$5,000 to Sun Prairie Dream Park.



One Automotive Group Chippewa Valley Non-Profits

One Automotive Group donated \$10,000 to three amazing local non-profit organizations in the Chippewa Valley.



Dahl Automotive Family & Children's Center

Dahl Auto team members and their loyal community came together to support Family & Children's Center.



Van Horn Automotive

Van Horn Gives Golf Outing

Van Horn Automotive held their 2nd annual Van Horn Gives Golf Outing at Sheboygan Town and Country Golf Course. It's a day for Van Horn employee owners and their guests to come together and have some fun for a great cause. The winning team earned \$5,000 to pay forward to a charity of their choice. This year's winners chose to donate to Samaritans Hand Inc., a Sheboygan based organization that helps individuals in recovery from alcohol and substance abuse.



Bergstrom Automotive Support United Way

Together, the Bergstrom Team donated \$285,000 to help make a difference in their communities! 1 in 3 people benefit from the United Way.

Parsons of Eagle River Car Show for Veterans Resource Center

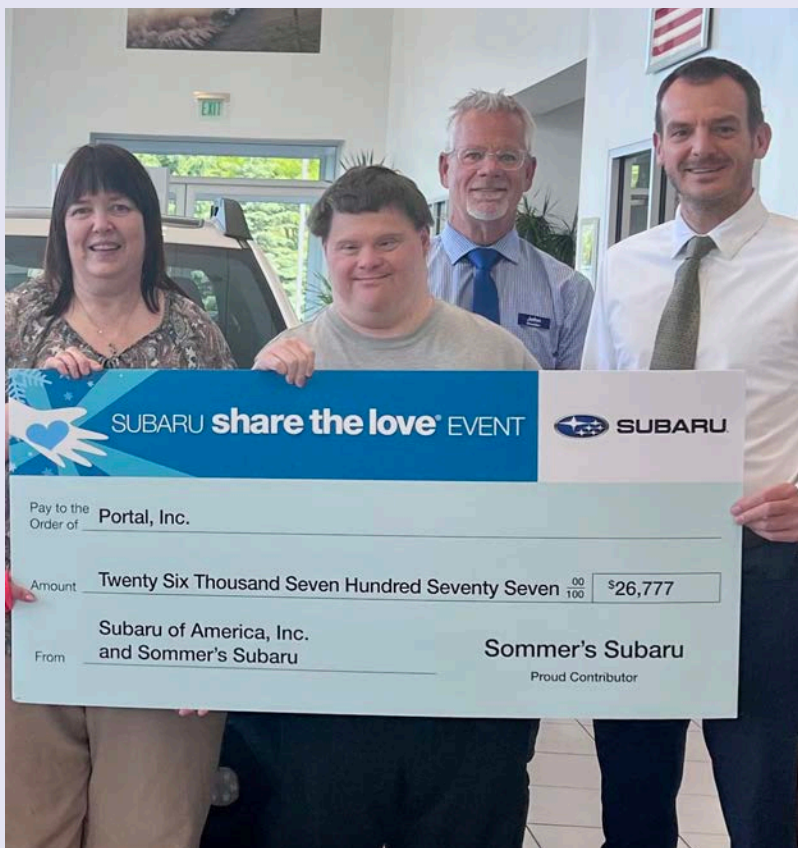
Parsons of Eagle River hosted their annual car show and raised up to \$1,000 of proceeds for the Veterans Resource Center.



Kocourek Subaru

#ShareTheLove with Big Brothers Big Sisters

Kocourek Subaru presented their hometown charity, Big Brothers Big Sisters of Northcentral Wisconsin, with over \$22,000 in contributions from their #sharethelove event. Subaru of America, Inc. contributed to making the donation possible.



Sommer's Subaru #ShareTheLove with Portal, Inc.

Round 2 of Subaru Share the Love Event at Sommer's Subaru raised over \$26,000 for Portal, Inc.

Prestige Auto Corporation Support Big Brothers Big Sisters

The Prestige Team raised over \$1,900 for Big Brothers Big Sisters of Northwestern Wisconsin.



Don Miller Subaru East Donate Coats to Sunshine Place

The Don Miller Subaru East Team donated over \$10,000 worth of children's outerwear to Sunshine Place in Sun Prairie. #SubaruLovestoHelp



Shawano Auto Sales Donate to Local Organizations

Shawano Auto Sales made multiple donations to local organizations that use the contributions towards community events.

Holiday Automotive Fond du Lac Women's Fund

The Holiday Automotive Team contributed to the United Way Fond du Lac County and Fond du Lac Area Women's Fund to collect hygiene products for Fond du Lac High School.



Zimbrick Inc. Support Madison Nonprofits

Zimbrick Inc. employees packed over 650 Hygiene Packs for United Way that went to their nonprofit partners Goodman Community Center, East Madison Community Center, and Vera Court Neighborhood Center.

Newman Chevrolet Support Ozaukee Co. Organizations

The Newman Chevrolet Team raised over \$6,000 and split the donation between the Ozaukee Family Services and the Family Sharing of Ozaukee County, Inc.



Dahl Automotive

Share the Love with the YMCA

Dahl Subaru of La Crosse donated \$40,000 to the Y Annual Campaign. This donation was made possible through the annual Subaru “Share the Love” event.



Riverside Auto Sales

Salvation Army of Marinette

Riverside Auto Sales of Marinette and Menominee donated to the Salvation Army of Marinette.



Janesville Subaru

Coats for Mercy Center

Janesville Subaru dropped off winter coats to the Janesville Mercy Center.



Kocourek Automotive Random Acts of Kindness Day

As part of the #SubaruLovesToHelp initiative and #RandomActsOfKindnessDay, the Kocourek Team supported those in need at The Salvation Army Wausau with donations of new socks.

Bergstrom Automotive Boys & Girls Club of Oshkosh

With the help of many, the Bergstrom Team officially cut the ribbon to open the Bergstrom Automotive Learning Center at the Boys & Girls Club of Oshkosh. Since 1970, the club has helped shape the lives of many Oshkosh area children and teens. However, with a waitlist of over 150 kids, the club was at capacity. The new Learning Center allows for additional programs and technology and adds much needed space.



Marthaler Honda Toyota of Ashland Pay It Forward Program

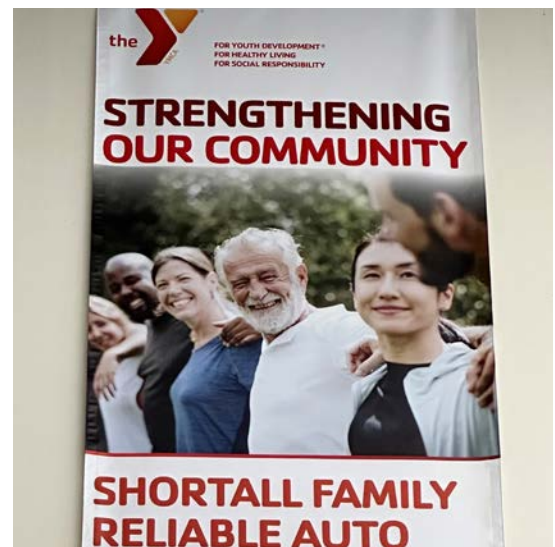
From December 1st-25th, 2023, Marthaler Honda Toyota of Ashland held their Pay It Forward Program. With the community's help, they were able to raise \$2,000 for the local animal shelter-CHA, \$1,750 for The Brick Ministries, and \$1,250 for the New Day Advocacy Center.



Kunes Chrysler Dodge Jeep Ram of Platteville

Pioneer Racing FSAE

Kunes CDJR of Platteville donated to the Formula Society of Automotive Engineering.



Reliable Auto Sales Door County YMCA

Reliable Auto Sales donates annually to their local YMCA.

Zimbrick Inc.

Support United Way

Zimbrick Inc. and its employees have been giving back to their communities for over 50 years. During their latest campaign, the Zimbrick Family, their employees, and valued business partners, raised over \$400,000 for those in need through United Way. This latest donation combined with past years of Zimbrick contributions has brought their donation total to \$6.6 million dollars.



Kayser Chrysler Center of Watertown Donate School Supplies

Kayser Chrysler Center of Watertown put together 8 boxes of school supplies to donate to local schools.

Timber Ford of Hayward Hayward Schools

Timber Ford of Hayward raised \$1,900 to help pay for school supplies for Hayward Primary and Intermediate Schools and LCO School.



Sleepy Hollow Chevy Buick GMC Test Drive for Westby FBLA

Through Sleepy Hollow Chevy Buick GMC Test Drive Event they were able to donate \$375 to Westby Future Business Leaders of America.



Morrie's Sparta Chevrolet Feeding Minds Backpack Drive

52 backpacks and \$520 for school supplies were donated to Meadowview Middle School - Sparta Area School District through Morrie's Feeding Minds Backpack Drive.



Fillback Ford

Highland Community Schools

Fillback Ford raised funds through their Ford Drive 4UR School event and donated \$2,000 to the Highland Boosters/PTO and Highland Community Schools.



Courtesy Ford

Donate School Supplies

Courtesy Ford helped 3 local schools with needed supplies for this school year.



Whealers Family Auto Group

Mental Health Initiatives in Marshfield Schools

Whealers Family Auto Group was honored with a Dealer Diversity Grant from General Motors (GM). The funds went to promote mental health initiatives in Marshfield School District and Alternative School.



Dorsch Ford Lincoln Kia Support Local High Schools

Dorsch FLK donated to their local high schools.



Morrie's Auto Group Feeding Minds Fundraiser

The Feeding Minds Fundraiser hosted by Morrie's Volkswagen La Crosse helped provide backpacks and a check to Spence Elementary School for supplies.

Uptown Motorcars Donate Vehicle to Hartford Union HS

Uptown Motorcars donated a new Ford Explorer to Hartford Union High School Auto Tech classes.



Tim Witt Chevrolet

1st Annual Scholarship Event

Tim Witt Chevrolet hosted their 1st Annual Scholarship Program Event. Tim Witt awarded four \$1,000 scholarships to high school seniors. There were two additional scholarships donated from the Fred Franzen Sr. Memorial fund that brought it to a total of six \$1,000 scholarships awarded. Candidates must have a cumulative GPA of 3.25 or higher and they must bring their report card into Tim Witt Chevrolet to register. Students receive 1 entry for every "A" on their report card.

TIMWITT
TIMWITTCHEVROLET.COM

ATTENTION HIGH SCHOOL SENIORS!

Tim Witt Chevrolet is announcing
the First Annual Scholarship Program!

FOUR (4) \$1,000 SCHOLARSHIPS WILL BE AWARDED

ELIGIBILITY CRITERIA:

- Must be High School Senior
- Must have a Cumulative G.P.A. of 3.25 or Higher

HOW IT WORKS:

- After each quarter, H.S. Seniors bring their Report Cards into Tim Witt Chevrolet in Crivitz, WI.
- Students receive 1 entry for every "A" on their report card. The more A's the better your odds.
- In late June, Tim Witt Chevrolet will host a celebration BBQ for all the participating students and their families.
- Tim Witt will draw four winners for a \$1,000 scholarship. *Limit 1 scholarship per entry

"An Investment in Knowledge Pays the Best Interest"
Thomas Franklin



Dahl Automotive

Teacher Relief Fund

Dahl Honda supported the Teacher Relief Fund Fundraiser at Holmen High School by donating \$6,635.



Van Horn Automotive

“Stuff the Trunk” School Supply Drive

Van Horn Automotive Group partnered with Big Brothers Big Sisters for the “Stuff the Trunk” school supply drive. Van Horn dealerships collected over 2,500 school supply items to help local students in need across Wisconsin and Iowa.



Chippewa Falls graduate wins car in Prestige Auto giveaway

Prestige Auto

13th Annual Grad’s Good Choice Giveaway

Prestige Auto hosted their 13th Annual Grad’s Good Choice Giveaway and nearly 70 seniors from 10 Chippewa Valley-area high schools qualified for the event by graduating and attending their respective school’s all-night party. Graduates who attended the event spun a wheel for a chance to win a one-year lease of a new 2022 Kia, or ownership of a pre-owned vehicle.



Morrie's Auto Group Onalaska HS Band

Morrie's Onalaska Chevrolet donated to the Onalaska High School Band for their new musical instrument fund drive.



Dorsch Ford Lincoln Kia Empowered Tutoring

Dorsch Ford Lincoln Kia Team donated to Empowered Tutoring.

Holiday Automotive Fond du Lac High School Athletic Stadium

Holiday Automotive is a proud supporter of the new Fond du Lac High School Athletic Stadium. Holiday Automotive, along with local businesses and many others, helped make this project a reality.



Don Johnson Auto Group Ojibwa Little League

Don Johnson's Hayward Motors and the Chevrolet Youth Baseball program donated \$500 and new baseball equipment to the Ojibwa little league team.



Wheeler Family Auto Group Medford Youth Baseball

Wheeler has hosted Chevy Test Drives at each of their locations in Marshfield, Wisconsin Rapids, Merrill, and Medford since 2017. Through this program the Medford Youth Baseball was able to receive a \$500 donation.

Riverside Auto Group Marinette Legion Baseball

Riverside Auto Group donated to the Marinette Legion Baseball team.



Lynch GM Superstore Waterford Youth Baseball

Lynch GM Superstore donated to the Waterford Youth Baseball Program on behalf of Lynch and the Chevy Youth Baseball Program.





Parsons of Antigo
Antigo Dugout Club

Parsons of Antigo joined forces with the Chevy Youth Baseball & Softball program to provide new equipment, instruction opportunities, as well as sponsorship dollars for the Antigo Dugout Club.

Holiday Automotive
Fondy Youth Baseball

Holiday Automotive presented Fondy Youth Baseball with a check for \$1,500 and a supply of Franklin Sports Equipment from #TeamHoliday and Chevrolet.



Kunes Chevrolet
Elkhorn Xtreme Baseball

Kunes Chevrolet GMC of Elkhorn teamed up with Chevrolet and donated youth baseball equipment to Elkhorn Xtreme Baseball.



Don Johnson Auto Group
Hayward NW Little League

Don Johnson's Hayward Motors Chevrolet continued their sponsorship of Hayward Northwest Little League.



Holiday Automotive

Miracle League of Fond du Lac

The Holiday Automotive Team presented a check on behalf of the Mike Shannon Automotive Foundation to Brooke Industries for the Miracle League of Fond du Lac complex. The Miracle League of Fond du Lac allows children and adults with physical and/or cognitive disabilities the opportunity to play baseball.



Mark Toyota

Special Olympics Polar Plunge

Mark Toyota of Plover, along with Toyota's Grant Match, donated \$2,000 to the Special Olympics Polar Plunge. Mark Toyota's donation of \$1,000 was matched dollar for dollar by Toyota.



Lynch Buick GMC

Special Olympics Wisconsin

Lynch Buick GMC of West Bend donated \$1,842 for Special Olympics Wisconsin.

Don Johnson Auto Group

Spoooner Area Youth Hockey

Don Johnson's Hayward Motors & Chevrolet donated to the Spooner Area Youth Hockey.





Holiday Automotive St. Peter Athletic Club

Through Holiday Automotive's Chevy Youth Baseball & Softball test drive fundraiser they were able to raise \$1,500 to donate to St. Peter Athletic Club - SPAC.

Jorns Chevrolet of Kewaunee Casco Lions Little League

Jorns Chevrolet of Kewaunee Inc. donated to the Casco Lions Little League Team.



Don Johnson Auto Group Barron Youth Hockey

Don Johnson Motors Chevrolet GMC donated to the Barron Youth Hockey program.



Krajnik Chevrolet, Inc. Sponsorship of Youth Sports in Two Rivers

Krajnik Chevrolet, Inc. donated to
Two Rivers Recreation Department.

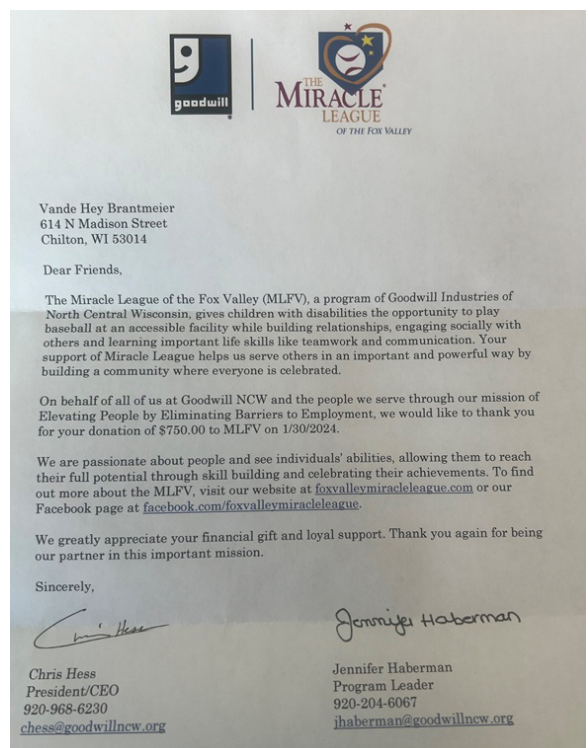


Cernohous Chevrolet River Falls Youth Hockey

Cernohous Chevrolet donated to River Falls
Youth Hockey.

Vande Hey Brantmeier Automotive Group The Miracle League of the Fox Valley

Vande Hey Brantmeier donated to The Miracle League of
the Fox Valley.



East Madison Toyota

Second Harvest Food Bank

East Madison Toyota teammates volunteered at the Second Harvest Foodbank of Southern Wisconsin.



Holz Chevrolet Buick GMC Food Drive

Holz Chevrolet Buick GMC hosted a food drive and not only collected food but with the community's help they raised \$724 in cash to be donated to their local food pantry.



Morrie's Sparta Chevrolet Elizabeth's Food Pantry

Employees and their families of Morrie's Sparta Chevrolet volunteered in the Rotary Lights Parade. They collected food and cash donations for Elizabeth's Food Pantry.



Chilson Subaru

Support Local Charities

Chilson Subaru in Eau Claire donated nearly \$30,000 as part of their 15th Annual Subaru Share the Love Event. Chilson donated over \$23,000 to Feed My People Food Bank in Eau Claire, and over \$6,500 to Family Promise of the Chippewa Valley Homeless Shelter.



Kunes RV of Green Bay Meal Kits for Midwest Food Pantries

Kunes RV of Green Bay put together 280,000 meal kits. The meal kits went to food pantries all over the Midwest!

Parsons of Eagle River

Thanksgiving Grocery Giveaway

Around Thanksgiving Parsons of Eagle River sponsored a \$1,000 grocery giveaway (winner is pictured) through their local radio station.



Heritage Chevrolet

Memorial Food Drive

For the last 26 years, Heritage Chevrolet has sponsored a food drive for the benefit of the Tomahawk Emergency Food Pantry and the Town of Nokomis Food Pantry. This event commemorates the death of an employee of Heritage Chevrolet in an automobile accident, a few days before Christmas in 1996, leaving four small children without their mother. Local merchants donate merchandise and gift cards used as drawing prizes that are awarded to those that contribute to the food drive. In 2023 over \$10,000 was raised from over 300 donors.



Morrie's Auto Group Salvation Army Food Drive

Morrie's Auto of La Crosse held a food drive for the Salvation Army.

East Madison Toyota

River Food Pantry

East Madison Toyota employees volunteered at the River Food Pantry in Madison.





Meyer Motors

Plymouth Food Pantry

Meyer Motors donated to the Plymouth Food Pantry.



Kari Toyota

Second Harvest & Salvation Army

The Kari Toyota Team was able to make donations of \$3,000 to both Second Harvest Northern Lakes Food Bank and the Salvation Army in Superior. Along with Toyota's matching grant, \$12,000 in total went to those in need within their community.



Les Stumpf Ford

Food Drive for Pillars, Inc.

Les Stumpf Ford held a food drive and filled a Ford F150 and a Ford F250 with thousands of dollars' worth of non-perishable food items for Pillars, Inc.





Gross Motors 2023 Holiday Food Drive

Gross Motors held their 2023 Holiday Food Drive that collected \$6,860 worth of food donations. Gross Motors matched the amount and a total of \$13,720 was donated to the Neillsville, Greenwood, and Loyal food banks.

One Automotive Group Prepare Meals at The Community Table

The One Automotive Group volunteered to prepare and serve meals at the Community Table.



Bell Ford Arlington Food Pantry

The Bell Ford team donated to the Arlington Food Pantry.



Schmit Bros.

Ozaukee Food Alliance

Schmit Bros. filled boxes of food for the Ozaukee Food Alliance.



Van Horn Automotive Meals On Wheels

Van Horn Honda of Glendale donated \$8,600 to Horizon's Meals On Wheels program.

Kunes Chevrolet GMC of Elkhorn 580 Bags of Groceries

Kunes Chevrolet GMC of Elkhorn filled shoeboxes with toys and helped with over 580 bags of groceries that were donated to their local food banks.





Sleepy Hollow Chevy Buick GMC Toys For Tots Collection

Sleepy Hollow Chevy Buick GMC donated to Toys For Tots.

Holiday Automotive Cops for Kids Toy Drive

Members of the Fond du Lac Police Department accepted donations from the Holiday Automotive Team for their Cops for Kids Foundation Toy Drive.



Jones Chevrolet Smiles for a Child Toy Drive

Jones Chevrolet collected 251 toys for their Smiles for a Child Toy Drive.



Mid-State Truck Service Toys For Tots

Mid-State Truck Service did another amazing job with their participation in Toys For Tots.



Rock County Honda Toys For Tots

Rock County Honda collected toys for Toys For Tots.



Burtness Chevrolet Buick GMC Toys For Tots

Burtness Chevrolet Buick GMC of Whitewater, members of their community, and Fleet Farm Delavan teamed up for a Toys For Tots shopping spree.





Summit Ford Beaver Dam

Playground Movement

Summit Ford Beaver Dam delivered gifts to Playground Movement.

One Automotive Group

Toys For Tots

One Automotive Group collected donations for the Spirit of Christmas Chippewa County. One Automotive was able to fulfill 150 tags for local children in need.



River States Truck and Trailer

Toys For Tots

River States Truck and Trailer participated in Toys For Tots.

Cernohous Chevrolet

Holiday Boot & Gift Card Drive

Items were collected and donated to locals in need through Cernohous Chevrolet's Annual Boot and Gift Card Drive.



Plach Automotive

Fill the Truck Toy Drive

Plach Automotive hosted their 11th Annual Fill the Truck Toy Drive event.



Plach Automotive's 11TH ANNUAL
Fill The Truck Toy Drive was a
Huge Success!



We would like to thank everyone who donated to our Fill The Truck Toy Drive. The generosity from the community was overwhelming. Our truckload of gifts helped to fill the Christmas Toy Room and is sure to put smiles on the faces of many local children this holiday season.

From left, Plach Automotive's Tina Sweet, Wendy Schmidt, New London Christmas for Kids Volunteer Coordinator and Dan Plach.

Merry Christmas!
From the staff at **Plach Automotive**

Plach Automotive Inc. CHEVROLET

1101 N Shawano | Corner of Hwy 54 & Hwy 45 | New London, WI 54961
920.982.5512
www.plach.com

Rhineland GM

Oneida County Dept. of Social Services

Rhineland GM dropped off gifts at Oneida County Department of Social Services.

Parsons of Eagle River

Salvation Army Toys For Tots

Parsons of Eagle River annually participates in the Toys For Tots drive through the Salvation Army.





Summit Automotive Chrysler Dodge Jeep Ram

Gifts for The Solutions Center

Summit Automotive Chrysler Dodge
Jeep Ram delivered gifts to the
Solutions Center.

Hudson Ford

Masonic Children’s Hospital

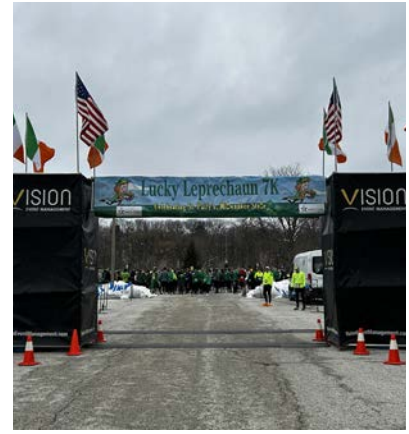
Hudson Ford hosted an event to fill the toy closet at the M Health Fairview Masonic Children’s Hospital. By joining their sister stores within (Carousel Motor Group) Hudson Ford’s Team delivered 5 vehicles full of toys to the hospital, all in support of the incredible TB1 Foundation.



Kriete Truck Centers

Run to End Childhood Cancer

Several team members from Kriete Truck Centers volunteered at the Lucky Leprechaun Run. The proceeds from the event were donated to the MACC Fund - Midwest Athletes Against Childhood Cancer, Inc.



Rosen Automotive

Bowlin' for Colons

Rosen Automotive proudly sponsored the 22nd Annual Bowlin' for Colons event! All proceeds raised went towards gastrointestinal cancer research at UW Carbone Cancer Center.

Van Horn Automotive

Project Angel Hugs

Through Van Horn's Pay-It-Forward Charity \$1,000 was donated to Project Angel Hugs per the request of the Quit Qui Oc Golf Club. Project Angel Hugs is a non-profit organization that ministers to children touched by cancer and their families.





Dorsch Ford Lincoln Kia

Families of Children with Cancer

\$3,000 was donated to Families of Children with Cancer from funds raised by Dorsch Ford Lincoln Kia employees and the car show they hosted.

Milwaukee Harley Davidson

Luca's Ride for AML

Milwaukee Harley-Davidson hosted Luca's Ride For AML where they raised and donated \$9,300 to benefit the Leukemia & Lymphoma Society.



East Madison Toyota

Breast Cancer Awareness

East Madison Toyota employees donated money to wear pink for a day in support of Breast Cancer Awareness. The employee raised, and dealer matched contributions were donated to the Breast Cancer Resource Center.

Rosen Hyundai

Children's Wisconsin Hospital

This year marks the 25th Anniversary of Hyundai Hope On Wheels. Jeff Rosen (Rosen Hyundai Greenfield) was honored to present Children's Wisconsin with a \$100,000 donation on behalf of Hyundai Hope On Wheels. For 25 years, Hyundai Hope On Wheels (HHOW) has been on a quest to end childhood cancer and has become one of the nation's leading funders of pediatric cancer research.



Holiday Automotive

SSM Cancer Center

The Holiday Automotive Team donated \$4,000 to the SSM Cancer Center in Fond du Lac.



Kocourek Subaru

Aspirus Cancer Care of Wausau

Kocourek Subaru supported cancer patients again this year through their partnership with The Leukemia & Lymphoma Society for #SubaruLovesToCare. The Kocourek Team dropped off blankets and other goodies to the kind staff and patients at Aspirus Cancer Care of Wausau.



Chilson Subaru

Sacred Heart Hospital

Chilson Subaru in Eau Claire donated 84 blankets for the patients at Sacred Heart Hospital. Each blanket has a note with words of hope and encouragement. Chilson also provided the center with arts and crafts care kits for children. Sacred Heart staff said patients enjoy the gifts because they make them feel at home.



Bergstrom Automotive

Drive for a Cure

Thousands of miles & millions of smiles in Appleton & Oshkosh! For each mile driven, the Bergstrom Team donated \$1 to breast cancer research.



East Madison Toyota

Wear Blue for Diabetes

Wearing blue in support of National Diabetes Day. Employees made donations to the American Diabetes Association to wear blue for the day to show support.



Friday, January 26
11:00 AM - 4:00 PM

WISCONSIN HARLEY-DAVIDSON BLOOD DRIVE

LOCATION: Wisconsin Harley-Davidson Cafe Area
1280 Blue Ribbon Dr.
Oconomowoc, WI 53066

RESERVE YOUR SPOT TODAY! Sign up at bit.ly/wihdjan24, call 877-232-4376, or use the QR code! 40 available spots!

Appointments are encouraged, walk-ins are welcome and will be invited to take an open spot in the schedule. Save time and fill out your health screener here: bit.ly/versipass

All attempting donors will receive a limited edition Versiti beanie while supplies last! Give blood, watch hockey! As a thank you, all attempting donors will receive an Admirals code to redeem for one FREE ticket to any home game in January or February!

Wisconsin Harley-Davidson

Blood Drive

Wisconsin Harley-Davidson hosted a blood drive in support of National Blood Donor Month.



Bachrodt Baraboo Motors SSM Health St. Clare Hospital

Bachrodt Baraboo Motors donated to
SSM Health St. Clare Hospital - St. Clare
Foundation.

Napleton Chevrolet Buick GMC Church Health Services

Napleton Chevrolet Buick GMC presented a
donation to Church Health Services.



Manheim Milwaukee Blood Drive

Manheim Milwaukee hosted
a blood drive event with 47
completed donations.

Smart Motors Toyota

Red Cross Blood Drives

Smart Motors of Toyota hosted multiple blood drives for the American Red Cross.



River State Trucks

Blood Drive

River States Truck and Trailer hosted a blood drive event and Kriete Truck Center employees stopped by to donate.



Dahl Automotive

Rivian SUV Auction Benefits Chariots4Hope

Dahl Automotive purchased a Rivian R1S electric SUV as a case study to fully understand the complete purchase process provided by the online startup. At the conclusion of the case study, Dahl placed the Rivian up for auction online and was able to raise \$10,000 over the original purchase price that was quickly donated to a local non-profit chapter of Chariots4Hope.



Prestige Auto Corporation

Help Ukranian Refugee Family

Prestige was able to help a Ukrainian Refugee family into a vehicle to get back on their feet! They also gave \$200 for some support along the road.



One Automotive Group

60 Days of Giving

One Automotive Group donated a vehicle during their 60 Days of Giving to a single mom of three in need of transportation. How it works: 60 Days of Giving is One Automotive Group's way to give thanks and give back to those in need. Over the past decade they have donated vehicles, gas, groceries, or furniture to over two dozen people in their community who needed it most.



Markquart Motors

Donate Van to Boys & Girls Club

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



Kunes Automotive

Donate Motorhome for Veteran

Kunes RV of Green Bay donated a 2000 Pace Arrow Vision motorhome to the Freedom Wheels automotive class. These students renovated the motorhome so that they could donate it to a local homeless veteran.



Smart Motors

Donate Vehicle to Goodman Community Center

Smart Motors helped give back to the Goodman Center Youth Program by donating a van for their Meals on Wheels program. Smart Motors employee, Justin Jackson, attended Goodman when he was a kid. When he heard about the Goodman Center's need for a van, he jumped at the opportunity to give back to the place that helped shape him.



One Automotive Group

60 Days of Giving, Part 2

One Automotive Group donated a second vehicle during their 60 Days of Giving to a member of their community in need.

Gross Motors

Gilbert Brown Foundation Campground

Gross Motors donated a vehicle to the Gilbert Brown Foundation Campground.



Kayser Ford

Donate Ford EcoSport to Veteran

Kayser Ford donated a Ford EcoSport to Cpl. Tyler Whiting who is a former Marine. The gesture was part of the Military Warriors Support Foundation's Transportation4Heroes program, which not only provides vehicles but also helps wounded veterans and Gold Star spouses.



Petersen Chrysler Dodge Jeep Ram

Waupaca Area Fire Dept.

Petersen Chrysler Dodge Jeep Ram donated to the Waupaca Area Fire Department.

Napleton Chevrolet Buick GMC

Beaver Dam Police Dept.

Napleton Chevrolet Buick GMC donated \$5,000 to the Beaver Dam Police Department.



Lexus of Brookfield

Children's Hospital of Wisconsin and Bell Ambulance

Partnering with the Children's Hospital of Wisconsin and Bell Ambulance, Lexus of Brookfield helped raise \$103,000 in 2023.

Neuville Motors

Waupaca Area Fire District

Neuville Motors GM of Waupaca donated \$3,000 to the Waupaca Area Fire District.



A-F Motors

9th Annual A-F Motors Car Cruise

Donations collected during A-F Motors 9th Annual Car Cruise were donated to the Adams County Fire Departments.



Amery Chevrolet

Amery Fire & Rescue

Amery Chevrolet hosted the First Responder Test Drive Fundraiser and was able to donate \$1,000 to Amery Fire & Rescue.

Petersen Chrysler Dodge Jeep Ram

City of Waupaca Police Dept.

Petersen Chrysler Dodge Jeep Ram donated to the City of Waupaca Police Department.





Bergstrom Automotive Clean Up in Oshkosh

Bergstrom Automotive's Oshkosh Team volunteered their time to clean up Washburn St.



Zimbrick Inc.

Adopt-A-Highway

Zimbrick Fish Hatchery participated in the Adopt a Highway clean up along the beltline.



Wilde East Towne Honda

Clean Up Sun Prairie Dream Park

Wilde East Towne Honda participated in their annual park clean up at the Sun Prairie Dream Park.





Wisconsin Automobile & Truck Dealers Association

150 E. Gilman St., Suite A100
Madison, WI 53703

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Driving Wisconsin's Economy

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

Numbers reflect annual economic activity during 2022.



77

TOTAL NEW-TRUCK DEALERSHIPS



DEALERSHIP EMPLOYEES

4,622



\$4B
TOTAL SALES



\$290M
PAYROLL



10,779
ANNUAL REGISTRATIONS
(Class 4-8 new trucks)



AMERICAN TRUCK DEALERS
NADA Industry Analysis | 8484 Westpark Drive, Suite 500, Tysons, VA 22102 | 800.557.6232 | economics@nada.org
NADA Legislative Affairs | 412 First St. SE | Washington, DC 20003 | 202.547.5500 | legislative@nada.org

Source: NADA, SAP Global

Driving Wisconsin's Economy

Annual Contribution of Wisconsin's New-Car Dealers

Numbers reflect annual economic activity during 2022.



465
DEALERSHIPS
(new car)



45,816
TOTAL JOBS
(created by dealerships)
Includes 22,751 direct jobs and
23,065 indirect and induced jobs.



49
EMPLOYEES
(average per dealership)



\$17.4B
TOTAL SALES
(all dealerships)



\$67,054
Average Annual Earnings

\$1.5B
PAYROLL

\$395M
State and Federal Income Taxes Paid

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



1.4%
REGISTRATIONS
Wisconsin's Share of Total U.S. New-Vehicle Registrations

\$869M
STATE SALES TAX PAID

Source: Center for Automotive Research, NADA, SAP Global, TaxFoundation.org, U.S. Bureau of Labor Statistics, U.S. Census Bureau



NATIONAL AUTOMOBILE DEALERS ASSOCIATION
NADA Industry Analysis | 8484 Westpark Drive, Suite 500, Tysons, VA 22102 | 800.557.6232 | economics@nada.org
NADA Legislative Affairs | 412 First St. SE | Washington, DC 20003 | 800.563.5500 | legislative@nada.org