Driving Wisconsin’s Economy
Annual Contribution of Wisconsin’s Class 4-8 New-Truck Dealers

Numbers reflect annual economic activity during 2019.

Class 4
14,001 to 16,000 lbs.

Class 5
16,001 to 19,500 lbs.

Class 6
19,501 to 26,000 lbs.

Class 7
26,001 to 33,000 lbs.

Class 8
33,001+ lbs.

79 TOTAL NEW-TRUCK DEALERSHIPS

DEALERSHIP EMPLOYEES 5,240

$3.8B TOTAL SALES

$270M PAYROLL

12,241 ANNUAL REGISTRATIONS
(Class 4-8 new trucks)

Sources: IHA Markit, NADA.